

REFLECTIVE IMAGES

J E W E L R Y

DESIGNER • ETHICAL SOURCES • HANDMADE



OUR DILEMMA

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THE ETHICAL JEWELRY OVERVIEW

A SMALL GAP BETWEEN SYMBOLISM AND SOURCING



- ✘ SI 1 vs 3 Million Dead
- ✘ Responsible Jewelry Counsel
- ✘ Kimberley Certification

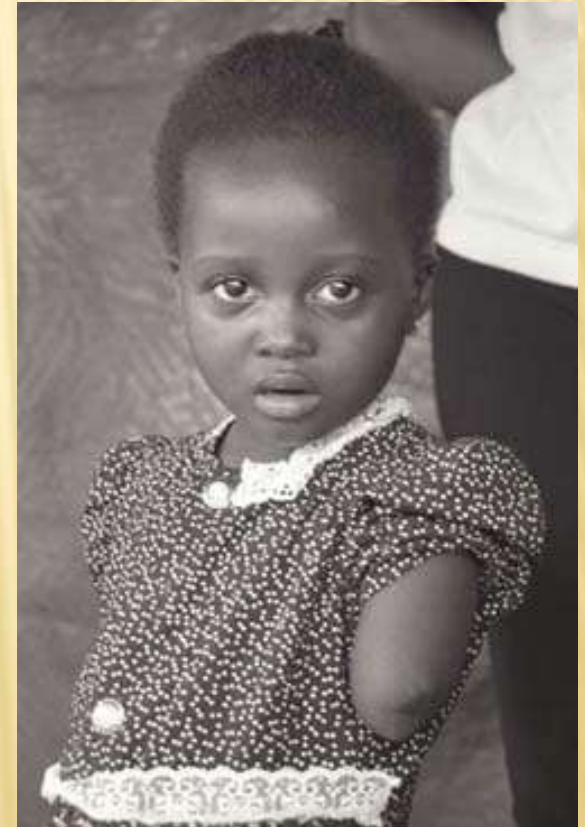


Photo: Candace Scharsu

CANADIAN DIAMONDS

IS THIS CONFLICT FREE?



WHAT CONSTITUTES ETHICAL



- ✘ Traceability and Transparency
- ✘ Environment
- ✘ Producer Communities

FIRST OPPORTUNITY: SMALL SCALE MINING

CONNECTING DIRECTLY TO SOURCE



- ✘ Employs Tens of Millions
- ✘ Supports 100 Million +
- ✘ 10% diamonds
- ✘ 75% gemstones
- ✘ 20%-30% Gold

Photo: Sierra Leon, The clarity Project,

GOLD AS THE FIRST PRODUCT

PRODUCER COMMUNITIES AND FOR CONSUMERS



MARKETING CHALLENGES



THE NEW MARKET NARRATIVE

“We can choose recycled metals to decrease the global demand for newly mined gold. This will diminish the environmentally and socially destructive effects of dirty gold and other metal mining practices.”

–Brilliant Earth’s Website

HOW MUCH PREMIUM CAN YOU EXTRACT



Hoover and Strong 28% (*Fairmined*)
Cookson's 25%
Cred Sources 7.5%

LOGISTICAL MANUFACTURING CHALLENGE



MARKET POSITION OF E3



Tech companies

Jewelers –
mainstream,
boutique, designer

REGENERATIVE ECONOMIC MODEL

