

# CONSCIOUS

By AMBER MICHELLE



*R*esponding to the growing number of today's consumers — especially Millennials — concerned about the environment, ethical business practices, fair trade, human rights and, in general, making the world a better place for everyone inhabiting the planet, some pioneering designers within the jewelry industry have created jewelry based on these core values. *Rapaport Magazine* spoke with five of these designers who model their business practices on Corporate Social Responsibility and here's what they have to say.

## *Todd Reed*

Corporate Social Responsibility is important for my business simply because being thoughtful and elegant are vital in life and in business. For me, my life and my business are connected; the tone of kindness (responsibility) is serving the culture of the company. It builds trust, confidence and creativity. This should show up in all aspects of my brand.



## *Toby Pomeroy*

We are all experiencing the repercussions of businesses operating as if a long-term commitment to sustainable practices isn't important. We no longer have that luxury. We are seriously impairing our future and it is our responsibility to reverse the thoughtless practices that continue to adversely affect the quality of life for everyone.

# DESIGN

## *David Alvarado, Irthly Jewelled Adornments*

Corporate Social Responsibility means to me and Irthly that we have an obligation to answer appropriately to the needs of our social and ecological atmosphere. We see a deep interconnectivity with the world and we must account for, and harken to, the demands of our global ecosystem. To be responsible is to be reliable. We are obligated to gain society's trust by being accountable, answering the call to uphold a sense of intimate connection with the world.



## *Jennifer Dawes, Dawes Design*

Being aware and conscious of our actions personally and professionally makes us better people and businesses. Corporate responsibility is essential in raising the standards and ethics of the jewelry industry. Being confident in my materials and practices gives my clients and my work an integrity that we can be proud of.

## *Alberto Parada*

I believe in building my brand based on a foundation of responsible choices that creates a positive image for my business. Being socially and environmentally responsible is not only the step that differentiates me from other designers, but it also creates a value that gives my clients a reason to feel good about their purchases. I think knowing where your product is being made and what effect it has on the environment and its communities is a step in the right direction to creating social and environmental awareness. ♦

