



NEWS RELEASE

Embargoed until 24 October 2011

BOUCHERON CERTIFIED BY THE RESPONSIBLE JEWELLERY COUNCIL

LONDON – The Responsible Jewellery Council (RJC) today announced that Boucheron, one of the world's most famous watch and jewellery Houses, has achieved certification meeting the ethical, human rights, social and environmental standards as established by the RJC's Member Certification System.

"RJC warmly congratulates Boucheron on its certification. The successful verification assessment of Boucheron was conducted by Philippe Arnaud from KPMG France, one of the independent third-party auditing firms accredited to the RJC's Member Certification System," says Michael Rae, RJC's Chief Executive Officer.

"Since 1858, Boucheron has adhered to the highest standards not only in the spectacular designs of its creations but also in upholding its strong ethical code. The RJC certification corresponds to the House's continued endeavour to embody excellence and responsible business practices both internally and externally; a commitment we share across the PPR Group," says Pierre Bouissou, Boucheron's CEO.

Founded in Paris more than 150 years ago and with one of the richest and most prestigious heritages in the industry, Boucheron continues to be at the forefront of innovation and modernity. Today, Boucheron operates more than 50 boutiques worldwide in addition to an online sales website.

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About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 330 member companies committed to promoting responsible ethical, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry from mine to retail. Their commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum group metals jewellery products. The Council has developed the RJC Member Certification System, a certification system, which will apply to all Members' businesses that contribute to the diamond, gold and platinum group metals jewellery supply chain. All Commercial Members of the RJC are required to be audited by accredited, third-party auditors to verify their conformance with the RJC's Code of Practices and become certified under the RJC Member Certification System. A full list of its Members can be found on the web at www.responsiblejewellery.com

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The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.
The Council for Responsible Jewellery Practices Ltd, First Floor, Dudley House, 34-38 Southampton Street, London, UK, WC2E 7HF.
The Council for Responsible Jewellery Practices Ltd is registered in England and Wales with company number 05449042.

About Boucheron

Founded by Frédéric Boucheron in 1858, a dynasty of French jewellers established the House across four generations of the founder's direct descendants. Today, the brand pursues its international development with its characteristic boldness, elegance and panache. With its clientele of film stars, authors, artists, maharajahs and billionaires, Boucheron – which celebrated its 150th anniversary in 2008 - holds particular appeal for those whose celebrity and status find a match in its magnificent creations, may it be for jewellery or watches. With the magical ease of a true artist, Place Vendome's master jeweller selects and combines precious stones from an extensive palette of flamboyant colours from among the world's rarest and most desirable gems. With its free spirited and audacious designs, the House of Boucheron constantly reinvents the timeless essence of unique elegance. Boucheron is owned by PPR, a worldwide leading Luxury and Sport & Lifestyle group. More information on www.boucheron.com

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