



NEWS RELEASE

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CHANEL CERTIFIED BY THE RESPONSIBLE JEWELLERY COUNCIL

LONDON - The Responsible Jewellery Council (RJC) today announced that CHANEL, a Member of the Council, has become certified against the ethical, human rights, social and environmental standards established by the RJC's Member Certification System.

In November 1932, Mademoiselle Chanel presented her first and unique Fine Jewellery collection of dazzling platinum and diamond pieces entitled "Bijoux de Diamants", about which she said: "If I chose diamonds it's because they represent the highest value in the smallest volume."

Since 1987 for Watches, and 1993 for Fine Jewellery, the strength and distinction of CHANEL's creations reside in its incomparable creativity, inspired by the boldness of the first 1932 collection, and by new visionary interpretations of the fundamental symbols of Mademoiselle's universe. CHANEL's High Jewellery collections are crafted with skill by the best Parisian workshops. The greatest importance is given to the quality of the stones, pearls and precious metals, which beauty and rarity are ensured by a precise and exacting search undertaken by expert gemmologists.

"The RJC warmly congratulates CHANEL on becoming a RJC Certified Member. CHANEL's RJC Member Certification results from a successful verification assessment conducted by Deloitte France. It is a great achievement and we are proud to open the RJC Annual General Meeting with this important announcement," says Michael Rae, RJC's Chief Executive Officer.

All Commercial Members of the RJC have committed to be audited by accredited, third party auditors to verify the company's conformance with the RJC's Code of Practices and become certified within two years of joining the RJC. The RJC Member Certification System is unmatched in any other industry for the quality and breadth of its scope and standards and the integrity and transparency of its developmental process.

"Since the creation of CHANEL Watch and Fine Jewellery, it is our goal to accept nothing less than perfection. Throughout the production chain, from the mine to the point of sale, we promote and

www.responsiblejewellery.com

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.

encourage respect for responsible practices and strict ethical codes of conduct in terms of sourcing. We believe in sharing these values through the RJC Member Certification System to maintain the highest possible standards in the jewellery industry," says Philippe Mougenot, President of CHANEL Watch and Fine Jewellery.

CHANEL achieves ultimate luxury with inherent respect for its values and deep commitment to a certain idea of Beauty and Luxury, challenging the limits of know-how, demanding exceptional quality and exclusivity. More information on www.chanel.com

For further information please contact:

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About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together nearly 300 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 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 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

RJC Certified Members	
Gay Frères	http://www.responsiblejewellery.com/downloads/certification/Certification_Gay_Freres.pdf
Cartier	http://www.responsiblejewellery.com/downloads/Certification_Info_Cartier.pdf
Raymond Bloch SA	http://www.responsiblejewellery.com/members/documents/CertificationInformation-RAYMONDBLOCHSA.pdf
Metalor Technologies SA	http://www.responsiblejewellery.com/members/documents/CertificationInformation-MetalorTechnologiesSA.pdf
Rubel & Méнасché	http://www.responsiblejewellery.com/members/documents/CertificationInformation-RubelandMenasche.pdf
Fred Meyer Jewelers and Littman Jewelers	http://www.responsiblejewellery.com/downloads/Certification_Information_Fred_Meyer.pdf
AV10	http://www.responsiblejewellery.com/downloads/Certification_Info_AV10.pdf
Signet Jewelers	http://www.responsiblejewellery.com/downloads/Signet_Jewelers_Cert_Scope.pdf
CHANEL	http://www.responsiblejewellery.com/members/retail_8_2245854335.pdf

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