



## NEWS RELEASE

**Embargoed until 25 September 2014**

### **RJC and Signet Jewelers Ltd. Introduce New RJC CEO, Ashish Deo, to the China and Hong Kong Jewellery Trade**

The Responsible Jewellery Council (RJC), in collaboration with Signet Jewelers Ltd., hosted a very successful outreach event on Friday 19<sup>th</sup> September to enhance the RJC's representation in this important region. Another key objective was to introduce the new CEO of the RJC – Mr. Ashish Deo – to the industry representatives.

The event was arranged around the Hong Kong Jewellery and Gem Fair to maximise attendance of a broad range of representatives – current and prospective members, trade media, banks, and industry associations etc. – interested to learn about the RJC and its benefits.

The Hong Kong and China region is the most important manufacturing centre for fine jewellery and is increasingly a very important consumer market. This makes it a crucial part of successfully building responsible and sustainable jewellery supply chains and business practices globally.

The event attracted over 100 attendees including senior leaders from the top 3 jewellery retailers in China, leading diamond producing company Alrosa, leading trade media, several current RJC members and many other jewellery industry businesses. Many attendees expressed strong interest in joining the RJC as a result of this event.

The RJC was represented by the Chairman of the Board Mr. James Courage (CEO of Platinum Guild International), the Vice Chair Mr. Charles Chaussepied (Director of Corporate Affairs – Piaget), and the new CEO Mr. Ashish Deo. Signet was represented by Mr. David Bouffard (Signet Vice President, Corporate Affairs) and Mr. David Gaynes (Sterling Division Vice President, Product Development). Importantly, Mr. Benedict Sin, Chairman, Hong Kong Jewellery and Jade Manufacturers' Association (HKJMA) and Mr. Victor Chan (MD – Continental Jewellery Exports) also joined the panel of speakers.

Mr. Courage outlined the RJC mission, what it means to be a member, how RJC supports members to become certified, and the benefits of becoming a certified member. He also introduced the new CEO of the RJC, Mr. Ashish Deo.

Mr. Bouffard and Mr. Gaynes emphasised that Signet is a committed founding and certified member of the RJC and expected its suppliers to become certified members of the RJC over time, as a part of meeting Signet's corporate policy on ethical and responsible supply chains.

[www.responsiblejewellery.com](http://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, 9 Whitehall, First Floor Front, London, UK, SW1A 2DD.  
The Council for Responsible Jewellery Practices Ltd is registered in England and Wales with company number 05449042.

Mr. Chan provided insight into how the RJC certification program can help maintain and grow Hong Kong and Chinese businesses in the US and European markets.

Mr. Sin endorsed the benefits RJC brings to the wider jewellery industry and specifically to the Hong Kong manufacturing and export sectors.

Mr. Chaussepied closed the session outlining how important safeguarding the reputation is for Luxury Brands, since customers buy them primarily for emotional reasons. He also said that RJC is the ideal vehicle for implementing best practices in the industry so brand reputation can be protected effectively.

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#### **About RJC**

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 500 Member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold and platinum group metals. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC's Chain-of-Custody Certification for precious metals supports these initiatives and can be used as a tool to deliver broader Member and stakeholder benefit.

The RJC is a [Full Member of the ISEAL Alliance](#) – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit [www.responsiblejewellery.com](http://www.responsiblejewellery.com)

#### **About Signet Jewelers Ltd.**

Signet Jewelers Ltd. is the largest specialty jewelry retailer in the US, UK and Canada. Signet's Sterling Division operates over 1,400 stores in all 50 states primarily under the name brands of Kay Jewelers and Jared the Galleria of Jewelry. Signet's UK Division operates approximately 500 stores primarily under the name brands of H. Samuel and Ernest Jones. Signet's Zales Division operates over 1,600 locations in the US and Canada primarily under the name brands of Zales, Peoples, and Piercing Pagoda. Further information on Signet is available at [www.signetjewelers.com](http://www.signetjewelers.com). See also [www.kay.com](http://www.kay.com), [www.jared.com](http://www.jared.com), [www.hsamuel.co.uk](http://www.hsamuel.co.uk), [www.ernestjones.co.uk](http://www.ernestjones.co.uk), [www.zales.com](http://www.zales.com), [www.peoplesjewellers.com](http://www.peoplesjewellers.com) and [www.pagoda.com](http://www.pagoda.com).

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