



NEWS RELEASE

Embargoed until 14:00 GMT, 7 March, 2012

RESPONSIBLE JEWELLERY COUNCIL CERTIFIES CHOPARD

LONDON - The Responsible Jewellery Council (RJC) announced today that Chopard, one of the world's most famous watch and jewellery houses, has achieved certification by meeting the ethical, social and environmental standards established by the RJC's Member Certification system. The announcement was made at the RJC's media update held at BASELWORLD 2012.

"RJC is delighted to congratulate Chopard on its certification. The verification assessment was conducted by Michel Mooser from SGS, one of the independent third-party auditing firms accredited to the RJC's Member Certification System. It is very encouraging to see that RJC has achieved more than 150 certified members today, evidencing RJC Members' strong commitment to responsible business practices," said Catherine Sproule, RJC's Chief Operations Officer.

"As a family owned and independent company, Chopard is particularly attentive to social responsibility issues and since many years remains committed to various philanthropic organizations. Among these, the preservation of the environment has been a priority. Since 2010 for example, we have initiated a partnership with WWF to support the protection of wild tigers. It was therefore a natural decision for us to apply for RJC membership. Worldwide, the Chopard teams participated with enthusiasm and dedication, all through the certification process. Being a member of the RJC, acknowledges our strong and long-time commitment to observe responsible business practices, internally and externally. It will also further reinforce the trust of our clients," said Karl-Friedrich Scheufele, Co-President, Chopard.

For further information please contact:

Mila Bonini, Communications Manager, Responsible Jewellery Council

Telephone +39 02 48002801, Mobile +39 334 5488723, Mila.bonini@responsiblejewellery.com

About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 360 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

www.responsiblejewellery.com

About Chopard– Passion for excellence

Louis-Ulysse Chopard founded his own workshop in 1860 in Sonvillier, the Swiss Jura. Since 1963 Chopard is owned by the Scheufele family and its headquarters are located in Geneva. Internationally renowned for its watch and jewellery creations, the Group today employs 1950 people worldwide. It is independent and vertically very integrated, controlling the entire process from design to distribution through 1500 points of sale and 130 dedicated boutiques. Over 30 different crafts are practised in 4 manufacturing sites with a strong emphasis on in-house training. Chopard has built its reputation on iconic collections such as “Happy Diamonds”, “Happy Sport” and “Mille Miglia”. The firm is also highly recognized for its High Jewellery creations and fine watchmaking and manufacture expertise, expressed in the L.U.C collection. According to two of its fundamental values, respect and social responsibility, Chopard is strongly committed to various philanthropic organizations. Long-term partnerships tie the company to the WWF, the José Carreras International Leukaemia Foundation and the Elton John AIDS Foundation. Last but not least, Chopard is a faithful partner of the Cannes International Film Festival and legendary classic car events, such as the Mille Miglia in Italy, the Grand Prix de Monaco Historique. More information on www.chopard.com

[RJC Certification Information – Chopard](#)

[RJC Certified Members](#)

#

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.