



NEWS RELEASE

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IJL BECOMES A SUPPORTER OF THE RESPONSIBLE JEWELLERY COUNCIL

LONDON – The Responsible Jewellery Council (RJC) today announced that International Jewellery London (IJL), the UK's leading jewellery trade event, has become an official Supporter of the Council.

"We are delighted to announce IJL as a new Supporter of the Responsible Jewellery Council (RJC). IJL joins institutions such as ABN AMRO and Compagnie Financière Richemont SA as valuable RJC Supporters and more than 310 companies and Trade Associations in the Council's growing membership. At IJL 2011 RJC will be present with a booth for the duration of the Show, will participate in the Great Debate and will host a workshop on RJC Member Certification. We are most grateful to IJL for their generous support and we look forward to working closely to assist all IJL exhibitors achieve the crucial goal of consumer confidence," said Michael Rae, RJC's Chief Executive Officer.

"IJL is the UK's leading jewellery trade event and we have a total commitment to delivering an event that is important to the global jewellery industry. Retailers and buyers come to IJL to source the latest products and find out about trends, but they also come to the show to gain knowledge and to find out about issues affecting the industry. This is why we have an extensive seminar programme and hold the Great Debate at the show, with key figures discussing ethics. Ultimately we strive to ensure that IJL is a good place to do business, and this means ensuring there is as much transparency as possible. We support the Responsible Jewellery Council as we believe in promoting responsible social and environmental practices, and supporting human rights, throughout the industry, from mine to retail," said Syreeta Tranfield, IJL Event Co-Director.

For further information, please contact:

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About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 310 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.

www.responsiblejewellery.com

The Council has developed the RJC 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 System. A full list of its Members can be found on the web at www.responsiblejewellery.com

About IJL

International Jewellery London is the UK's most established, premier, jewellery focused event, unveiling the latest inspiring collections, contemporary and classic. IJL celebrates the most talented, innovative British and International jewellery designers, wholesalers and manufacturers. International Jewellery London takes place at, Earls Court 2, London from 4th – 7th September 2011. For further information please visit www.jewellerylondon.com

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www.responsiblejewellery.com

The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.
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