



The Jewellery Editor: Chopard's Green Carpet Collection

[CHOPARD, VIDEO](#)



At 2013 Cannes Film Festival, with Chopard – one of the world's largest privately owned luxury jewellery and accessory companies – we launched its journey to sustainable luxury by forging a philanthropic relationship with South America's most influential mining NGO: the Alliance for Responsible Mining (ARM). The culmination of the first stage of our journey saw Chopard create a 'Green Carpet Collection' of high jewellery, made from Fairmined gold and responsibly sourced diamonds, accredited by the Responsible Jewellery Council. Worn French actress Marion Cotillard at Cannes, Virginie Ledoyen at the September 2013 Venice Film Festival and most recently by Cate Blanchett at the 2014 Golden Globes, the stunning pieces from the Green Carpet Collection are the representation of a pivotal shift towards sustainable luxury in the jewellery industry.

The Jewellery Editor caught up with Livia Firth and Chopard's Caroline Scheufele at the Cannes Film Festival launch to find out more about The Journey.