



Fifi Bijoux

Madison Dialogue
The World Bank
Washington DC



Fifi Bijoux :Luxury Ethical Jewellery

- *Introduction to Fifi Bijoux as an ethical jewellery brand, motivation behind it's creation, ethical strategy, consumer assurances*



Luxury & Integrity





Design Branding





Putting our money where
our mouth is...

: \$



Current Standards

- Gold & gemstones are from socially & environmentally responsible mines
- They are fairly traded, ensuring miners receive a fair price for the goods and employees are paid over the local minimum wage
- No child labour, forced labour or exploitative practices are used in the mining, refining or trading of the gold & gemstones
- The gold mines operate an eco-sustainability programme



Current Standards (cont.)

- Gem mines are run as co-operatives or where mining rights are owned by non-cooperative businesses, the mining companies re-invest in the local communities (for example, schools, medical centres or micro-investment programmes)
- Gem mines operated with the minimum impact on the environment and measures are taken to correct any environmental damage. Traditional artisanal mining techniques are used.
- The stones are cut & polished in workshops which adhere to fair trade protocols and ensure health & safety measures are implemented and no child labour is used



SWOT Analysis

- **Strengths:** Niche market, exclusive product, good 'story', right time, right place - In the UK alone, the Ethical Purchasing Index showed a spend of £25.8 billion pounds in 2004. Of that, £680 million (equivalent to around \$1,400 million US dollars) was spent on ethical fashion.
- **Weaknesses:** Limited growth – currently depends on the supply chain increasing, and being reliable. A complex supply chain. An unproven market, it could be a fashion 'fad'
- **Opportunities:** To build a sustainable industry; to grow a market; to explore the feasibility of having a successful and profitable ethical business. To build a luxury brand based on values which are not exclusively profit driven and to lead the jewellery industry in the exploration of new consumer values.
- **Threats:** The instability of the countries of origin and the productivity of the countries of origin. The dilution of the meaning of 'ethics' by bigger competitors/failing supplies=consumers lose faith



‘From Little Acorns’ Pendant





Ethical and Fair Trade Standards

- **Fifi Bijoux Ltd Fair Trade Policy**
- **Fifi Bijoux Ltd is an ethical jewellery company. Potential suppliers & manufacturers must conform to the following code of practise. Failure to do so will be treated as breach of contract.**
- **Raw Materials:**
- (Gold, Silver, Gemstones)
- All materials must be produced by means which respect both human rights and have minimal impact on the environment:
- **Labour:**
- Labour force must be paid a fair wage.
- No child labour or slave labour will be used at any time.
- Local labour laws must be respected.
- Equal opportunity for all employees. All employees have the same right to advancement and fair treatment, regardless of their sex, caste, family background etc.
- Employees have a safe, clean, well lit and well ventilated environment to work in.
- Employees are not exposed to harmful chemicals without proper protective clothing and equipment.
- Tools and equipment are maintained to ensure they function correctly and do not pose a threat to the safety of any employee.
- Employees are treated with respect; they are not subject to abuse.



Ethical and Fair Trade Standards (cont.).

- **Commercial business:**
- All business must be conducted legally. Supplies of gemstones and bullion must only be used from sources which have been approved by Fifi Bijoux Ltd (written, signed agreement required).
- Files must be kept for inspection; invoices, transactions and orders. Copies of all materials ordered for Fifi Bijoux Ltd must be kept in an ordered and well managed file, which must be presented on demand by Fifi Bijoux Ltd directorship or an appointed inspector. This will be handled in a transparent manner, any discrepancies or failure to disclose the requested paperwork will be treated as breach of contract and trading immediately ceased with the offending suppliers. Any costs incurred by Fifi Bijoux Ltd, should this arise, will be passed to the offending supplier.
- **Environmental Issues:**
- All procedures for mining must be undertaken in a method which has minimum impact on the environment and community.
- Manufacturers must demonstrate ongoing commitment to reducing the negative effects of their business on the local environment and community. This includes responsible disposal of chemical waste, toxins and pollutants.
- Fifi Bijoux Ltd welcomes suppliers who share the vision of creating beautiful jewellery in a manner which respects human rights, local communities and the environment.
- I have read and understood the protocol of Fifi Bijoux Ltd. I accept these terms and conditions.
- Company Name :
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- Director/Chairman:
- *(please print name)*
- Signature of Director/Chairman:
- Date:

Fifi Bijoux Prêt-a-Porter Collections





Growth of a Market





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