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CIBJO releases Ethics Commission Special Report, considers standards of fair advertising for jewellery sector

MILAN, ITALY: April 23, 2014 - With fewer than four weeks to go to the opening of the 2014 CIBJO Congress in Moscow on May 19, 2014, the fifth of the CIBJO commissions' Special Reports has been released. Prepared by the CIBJO Ethics Commission, headed by Cecilia Gardner, the report looks specifically at ethical advertising principles and standards for the gemstone and jewelry sectors.

“We cannot hope to succeed in business unless consumers have trust in our products and the public claims we make about them,” Ms. Gardner writes in her report. “As we typically have done, we must hold ourselves to a higher standard, and by so doing avoid government enforcement or competitor law suits that can arise from deceptive advertising practices.”

Earlier this year, the CIBJO Ethics Commission published a guide called the “Basic Principles of Jewellery Advertising,” explaining the generally applicable standards for fair and honest advertising in all forms of media, including the Internet and social networks. The principles outlined are the same as those which are often enforced by consumer protection laws, or by court cases that set precedent on the subject. The goal of the guide is to instruct how clear, honest and substantiated claims should be made about jewellery products. It can be downloaded from the CIBJO website at www.cibjo.org.

To elaborate upon the guides, the Ethics Commission will host a workshop during the upcoming CIBJO Congress in Moscow. It will be moderated by Suzan Flamm, Senior Counsel at the Jewelers Vigilance Committee in the United States.

To download a full copy of the report, [PLEASE CLICK HERE](#).

The 2014 CIBJO Congress will take place in Moscow, Russia, May 19-21, 2014, with pre-congress meetings on May 17 and May 18. The congress will be hosted by the Russian Jewellers' Guild, whose headquarters will also serve as the main congress venue.

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The official hotel is the five-star Hotel Nikol'skaya Kempinski, one of Moscow's most prestigious establishments, which is offering especially low rates for attendees of the CIBJO congress. Located in an historic building that was constructed in 1870, it is located in the heart of historic Moscow, within short walking distance from the Kremlin, Red Square and the Bolshoi theatre.

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