CIBJO President applauds decision in United Kingdom to regard Diamond Terminology Guideline as Primary Authority Advice

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The World Jewellery Confederation

PRESS RELEASE

CIBJO President applauds decision in United Kingdom to regard Diamond Terminology Guideline as Primary Authority Advice

MILAN, ITALY: DECEMBER 8, 2020 — Gaetano Cavalieri, President of CIBJO, the World Jewellery Confederation, has described as “profoundly important” the agreement in the United Kingdom between the National Association of Jewellers (NAJ) and UK Trading Standards, a British government service working to ensure that consumers are protected from unfair trading, to provide the Diamond Terminology Guideline the status of Primary Authority Advice.

Developed by CIBJO together with eight other leading diamond and jewellery industry organisations and first released in 2018, the Diamond Terminology Guideline is designed to serve as the reference document when referring to or describing diamonds, laboratory-grown diamonds and imitations of diamonds. It is built on two internationally accepted standards: the ISO 18323 Standard (“Jewellery – Consumer confidence in the diamond industry”) and the CIBJO Diamond Blue Book. It encourages full, fair and effective use of a clear and accessible terminology by all sector bodies, organisations, traders and retailers.
“This is a profoundly important development in what is a concerted campaign to normalise on a
global basis unambiguous terminology that clearly differentiates between natural diamonds,
laboratory-grown diamonds and imitations of diamonds, enabling consumers to make informed
purchasing decisions,” Dr. Cavalieri said. “The collaboration between NAJ and UK Trading
Standards means that consumers in a key jewellery market like Great Britain are being afforded
protections now available in a limited, but still growing group of countries. Measures like this
enhance confidence both in our products and in the jewellery trade itself.”

The immediate effect of the NAJ-UK Trading Standards agreement is that more than 2,000
members of the association, who collectively comprise over half of the jewellery trade in the
United Kingdom, have received recommendations from UK Trading Standards about describing
diamonds, laboratory-grown diamonds and imitations of diamonds, based on the Diamond
Terminology Guideline. By following the Primary Authority Advice, their businesses are protected
against the risk of any action by enforcing authorities, even if they have a different perspective as
to what needs to be done to be compliant with the law.

"By understanding the nature of the products they buy and the different value propositions,
consumers are able to make informed decisions, remain confident and continue to love diamond
jewellery. This is why clear and accessible diamond terminology is fundamental. In addition, as
consumers increasingly get informed and shop in an interconnected digital global market, the
language used across all communication channels should follow guidelines that are ideally aligned
across countries,” said Raluca Anghel, Head of External Affairs and Industry Relations, Natural
Diamonds Council.

With this latest development, the United Kingdom joins a group of countries that are home to
important jewellery markets that have enshrined accurate diamond terminology into law. The
most doctrinaire is most probably France, where a decree only allows the use of the term
“synthetic diamonds,” when referring to laboratory-grown materials, and forbids the use of
descriptors such as “cultivated,” “real,” and “cultured.”

In Belgium, a Royal Decree issued in November 2019 referenced the nomenclature presented in
the Diamond Terminology Guidelines and the CIBJO Blue Book in listing acceptable terminology to
be used by members of the jewellery and gemstone trades. It was an update of a decree that had
been issued in 2014.

In Germany the ISO 18323 standard has been translated into a German DIN standard.
Furthermore, the Diamond Terminology Guidelines are recognized by the German Federal
Ministry for Economic Affairs and Energy as the reference documents for the diamond and
jewellery trades. This followed a decision by a District Court in Munich in 2004 that relied on the
CIBJO Diamond Blue Book in substantiating its decision that the term "cultured" is unacceptable
for describing laboratory-grown diamonds.

China has adopted the Diamond Terminology Guidelines as reference documents for the diamond
and jewellery trade, in compliance with Chinese GB/T national standards, and in the United Arab
Emirates the Emirates Authority for Standardization and Methodology (ESMA) officially approved

In 2018, CIBJO and the Antwerp World Diamond Centre (AWDC) reached agreement with the
Ministry of Finance of the Russian Federation to harmonise the official system used in Russia for
classifying polished diamonds with the standards and nomenclature detailed in the CIBJO Blue Book.

To download the Assured Advice version of the Diamond Terminology guideline in PDF format, PLEASE CLICK HERE.

CIBJO is the international jewellery confederation of national trade organisations. CIBJO’s purpose is to encourage harmonisation, promote international cooperation in the jewellery industry and to consider issues which concern the trade worldwide. CIBJO's chief mission is to protect consumer confidence in the industry.