



THE WORLD JEWELLERY CONFEDERATION

PRESS RELEASE

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CIBJO's Jewellery Industry Voices conducting 2 hybrid seminars, will look at new marketing paradigms and supply chain regulation

JEWELLERY MARKETING ASSUMPTIONS & PARADIGMS Men2Women SUPPLY CHAIN REGULATION

PART 1

A new paradigm for marketing diamond jewellery: Shifting the focus from men to women

SPONSORED BY **NATURAL
DIAMOND
COUNCIL**



PART 2

Developing a global approach to jewellery supply chain regulation

HYBRID SEMINARS/WEBINARS

Conducted in person at VICENZAORO September 2022 and streamed live worldwide
Sunday, 11 September, 2022: 11:15 AM-1:45 PM Central European Time



MILAN, ITALY: SEPTEMBER 4, 2022 — CIBJO's Jewellery Industry Voices webinar and seminar series will conclude its successful third season on Sunday, September 11, 2022, with two consecutive live events from the VICENZAORO show in Vicenza, Italy. They will take place before an in-person audience on the Main Stage in Hall 7 at the Fiera di Vicenza exposition centre, which will be live-streamed simultaneously to a global audience.

The first seminar/webinar, which will take place 11:15 AM-12:15 PM Central European Time, is entitled A new paradigm for marketing diamond jewellery: Shifting the focus from men to women. It will consider whether the classic approach to marketing diamond jewellery is outdated. For many years, it has involved predominantly targeting men buying for women as the purchase decision makers, especially ahead of specific life events and calendar occasions. The panel will investigate whether the focus today really should

be on women consumers, who are more likely to make the critical decision as to whether to buy an item of jewellery. The seminar/webinar is sponsored by the Natural Diamond Council.

Moderated by Elle Hill, and co-moderated by Edward Johnson, the first seminar's panellists include: Mina El Hadraoui, France Director of the Natural Diamond Council; Bérengère Treussard, creator and producer of Like A B, a French publication and website concentrating on the promotion of jewellery and watches; Katerina Perez, a leading jewellery influencer who produces the popular Jewellery Insights by Katerina Perez website; and Roberto Coin, the founder and owner of the renowned Roberto Coin Jewelry retail brand.

The second seminar, which will take place 12:45 PM-1:45 PM Central European Time, is entitled Developing a global approach to jewellery supply chain regulation. It will consider how, in an industry where almost all supply chains cross multiple borders, it is possible to formulate global principles and methods for responsible sourcing and sustainable environmental management, which will protect the reputation of the products and those who handle them, and at the same time provide fair access to all participants in the industry, large and small, who act with integrity.

Moderated by Edward Johnson, the second seminar's panellists include: Tiffany Stevens, President, CEO and General Counsel of the Jewelers Vigilance Council (JVC) in the United States; Sara Yood, JVC's Deputy General Counsel; Iris Van der Veken, Executive Director of the Watch & Jewellery Initiative 2030; and John Mulligan, Climate Change Lead & Market Relations, World Gold Council.

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. CIBJO is the sole jewellery industry organisation to have Special Consultative Status with the United Nation's Economic & Social Council (ECOSOC) and is a member of the UN Global Compact.