

FOR IMMEDIATE RELEASE

CONTACT: Steven Benson
+972-52-280-2322
communications_1@cibjo.org

**With pearls ticking all boxes as a sustainable jewellery option,
webinar to examine viability of a generic marketing approach**

The banner features a dark background with the title 'A GLOBAL PEARL NARRATIVE' in large, white, serif capital letters, and 'The Case for Generic Promotion' in a smaller, white, serif font below it. To the right is a large, vibrant bouquet of multi-colored flowers. Below the title are four portraits of people wearing pearls: a woman with a pearl headband and necklace, an older woman with a pearl necklace, a young girl in traditional attire with a pearl necklace, and a woman with a large floral headpiece and a pearl necklace. Below these portraits are four smaller portraits of the webinar speakers, each with a caption.

A GLOBAL PEARL NARRATIVE
The Case for Generic Promotion

CHRISTINE SALTER
Creative Director
Paspaley Pearling Company

MARION BRANELLEC DE GUZMAN
Chief Marketing Officer
Jewelmer

SHARI TURPIN
Owner
Pearls by Shari

DAVID NORMAN
Owner
Aquarian Pearls

MILAN, ITALY: APRIL 14, 2022 — When it comes to marketing jewellery to socially and environmentally aware Millennial and Gen Z consumers, pearls should be a slam dunk. Cultivated rather than mined, requiring pristinely maintained marine biospheres, and often supporting communities at risk of extreme climactic events, these much-loved biogenic treasures also have the rare distinction of being among the few truly sustainable gem varieties in existence.

Where the pearl industry lags, however, is in its capacity to mount a coordinated marketing approach, highlighting those key qualities which should attract younger and sustainability-conscious consumers. This is in stark contrast to the diamond, gold and coloured gemstone sectors, all of which are served by international associations, and in the instance of diamonds and gold by bodies dedicated to category marketing.

While the benefits of generic marketing would seem patently obvious for the pearl sector, the task of establishing a structure that could manage such an undertaking is fraught with difficulty, and its operation would be restrictively expensive. But there are solutions that, while falling short of what is being done in the gold and diamond sectors, could nonetheless coordinate the messaging of pearl companies around the word, while at the same time enabling each of them to strengthen their own brand identities.

CIBJO's Jewellery Industry Voices webinar on April 28, 2022, will focus on the potential of developing a collective marketing strategy for pearls, with the cooperation of independent companies around the world. It is entitled "A GLOBAL PEARL NARRATIVE: The Case for Generic Promotion.

The webinar panel includes Christine Salter, Creative Director of Paspaley Pearl Company; Marion Branellec de Guzman, Chief Marketing Officer of Jewelmex; Shari Turpin, Owner of the Pearls by Shari brand; and David Norman, Owner of Aquarian Pearls.

The seminar will be co-moderated by Edward Johnson and Steven Benson, and CIBJO President Gaetano Cavalieri will welcome participants.

The webinar is sponsored by Paspaley Pearling Company, which is also the Pearl Sponsor of Jewellery Industry Voices Season 3.

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 Nations Economic & Social Council (ECOSOC) and is a member of the UN Global Compact.