

PEARL

珍珠特刊
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Asia's pearl leaders
亚洲珍珠业领袖

JEWELMER'S
golden legacy
辉煌金珠传奇

Sustainable pearls: Creating value and impact

永续珍珠:创造价值 and 影响力

Pearl and mother-of-pearl necklace by Vever
Vever的珍珠和珍珠贝母项链

Pearls are now valued beyond their physical attributes as origin and impact have become equally important in the value chain. Pearl industry stakeholders can contribute to the rise of a “net positive gem” that benefits people and nature through social and environmental impact measurement and management. 如今,人们对珍珠的评价已超越其物理属性,因为在价值链中,产地和影响力已变得同等重要。行业持份者可以通过社会和环境影响力的评估和管理,为“净积极影响的宝石”的崛起默默耕耘,造福人类和大自然。

| Pierre Fallourd |

The emergence of the triple bottom line in business – profit, people and planet – underpinned the need to balance economic growth with protecting natural resources. In the jewellery world, various stakeholders have adopted environmental preservation as their vision and advocacy. In 2022, Cartier and Kering launched The Watch & Jewellery Initiative 2030 (WJI), with building climate resilience, preserving resources and fostering inclusiveness as key goals. In June 2024, WJI introduced the Nature Roadmap, which illustrated, among others, businesses' dependence on nature and impact on biodiversity loss.

One gem reconciles the need for humans and nature to coexist: Pearls. While inherently sustainable, cultured pearls cannot grow in deteriorated environments.

Regenerative farming

Pollution and climate change can be detrimental to cultured pearl farming. In 2017, China took drastic measures to halve its freshwater pearl production due to environmental issues, forcing the industry to explore alternative ways to produce fewer but better-quality, pricier pearls. This resulted in a wider range of freshwater pearls in the market. China implemented large-scale programmes to restore urban waterways, turn mussels into bio extractors and “fed aquaculture” into a potential nature-based solution to repair ecosystems.

Meanwhile, Japan is a case study in innovative saltwater pearl farming. George Kakuda, CEO of Kakuda Pearl Co Ltd and president of the Japan Pearl Exporters Association, said

Akoya pearl farming revolves around nature resilience and nutrition circulation.

“A small agriculture around the pearl farm is a source of inorganic salt, providing good nutrition for farmed seaweeds and oysters. People take them from the sea and consume them while the residue becomes fertiliser for crops. This is the ideal Akoya farming cycle,” explained Kakuda.

Complementary value

New York-based pearl jewellery brand Roseate, founded by former Tiffany & Co official Pamela Cloud, believes jewellery made of natural materials should be low impact.

“There are no beautiful pearls without healthy oysters, and there are no healthy oysters without pristine oceans,” noted Cloud. “Pearl farms can produce pearls indefinitely while generating positive ecological impact.”

Cultivating oysters increases fish abundance, supports ecosystem biodiversity, improves the health of coral reefs, enhances water quality, and protects marine ecosystems crucial to combating climate change by absorbing carbon dioxide emissions and the heat they generate or blue carbon.

Recognising this vital role, and what clean and healthy oceans mean in pearl production, Roseate donates 20 per cent of sales of specific designs to organisations leading the work in blue carbon, including Conservation International and Billion Oyster Project, revealed Cloud.

Jewellery Ethically Minded (JEM), established by Dorothee Contour in Paris in 2010, is also anchored on sustainability. JEM's collections symbolise humanity and

conscience as an alternative idea of luxury, said Contour. Its pearls, for instance, are sourced from farms selected for their top-quality pearls and nacre and their commitment to conserve and regenerate marine habitats.

“Our collections have always carried deep values through their aesthetics,” she continued. “Each JEM creation featuring nacre or pearls comes with an adoption certificate of a piece of coral cared for and transplanted by Coral Guardian in Indonesia.”

Citing scientific data, she said coral reefs host 25 per cent of known marine biodiversity. Over the past 50 years, overfishing, pollution and unsustainable practices have resulted in at least 40 per cent of coral reefs disappearing.

Veveer of Paris, meanwhile, is reinventing its value proposition while adapting to modern social and environmental challenges.

Founded in 1821, the legendary jewellery house was the first luxury company to be designated as “mission-driven” – a status granted by the French government to companies that incorporate sustainability initiatives in their business model.

“The value of our jewels also lies in our choice of materials, which ensures responsible, traceable sourcing with contained environmental impact,” explained Damien Veveer, the brand’s general manager.

At the end of the day, engaging in social and environmental impact measurement and management allows companies to reflect their best practices on pearl quality and price. An impact-driven model also lets them attract talents, suppliers and clients with similar values and aspirations.



Tahitian pearl ring by JEM的大溪地珍珠戒指

商业管理中所提出的三重底线——利润、人类和地球，强调在经济增长和保护自然资源之间获得平衡的必要性。在珠宝界，各利益相关方都将环境保护作为自己的愿景和主张。奢侈品公司卡地亚和开云集团于2022年发起了“2030年钟表珠宝倡议”(WJI)，以建立气候适应能力、保护资源和促进包容性的主要目标。2024年6月，WJI推出了“自然路线图”(Nature Roadmap)，说明了企业对大自然的依赖，以及对生物多样性丧失的影响。

有一种宝石调和了人类与大自然共存的需要——珍珠。虽然珍珠在本质上具有可持续性，但它们无法在恶劣的环境中生长。

再生养殖

污染和气候变化会对珍珠养殖业造成损害。2017年，因为环境问题，中国采取了严格措施，将淡水珍珠产量减半，这迫使该行业再创新，探索替代方法，以生产数量更少但质量更好、价格更高的珍珠，使得市场上淡水珍珠的种类更加丰富。

中国实施了大规模计划，修复城市河道，将河蚌变为生物提取物，并将“喂养型水产养殖”变为修复生态系统的潜在自然解决方案。

与此同时，日本是海水珍珠养殖创新的研究案例。Kakuda珍珠有限公司首席执行官兼日本珍珠出口商协会会长George Kakuda说，Akoya珍珠养殖围绕着自然恢复力和营养循环展开。Kakuda解释：“珍珠养殖场周围的小型农业是无机盐的来源，为养殖的海藻和珍珠贝提供了良好的营养。人们从海里采集并食用，而残留物则成为农作物的肥料，这就是理想的Akoya养殖循环。”

价值互补

总部位于纽约的珍珠首饰品牌Roseate，由前蒂芙尼公司高管Pamela Cloud创立，她认为天然材料制成的首饰应该是低冲击力的。Cloud指出：“没有健康的珍珠贝就没有美丽的珍珠，没有纯净的海洋就没有健康的珍珠贝。珍珠养殖场可以无限期地生产珍珠，同时对生态产生积极影响。”

养殖珍珠贝可以增加鱼类的数量，支持生态系统的生物多样性，改善珊瑚礁的健康状况，提高水质，并通过吸收二氧化碳排放及其产生的热量或蓝碳，保护对应对气候变化至关重要的海洋生态系统。

Roseate认识到珍珠担当这一重要角色，以及清洁和健康的海洋对珍珠生产的意义，于是将特定设计的销售额的20%捐赠给蓝碳领域的领先组织，其中包括国际自然保护协会(Conservation International)和十亿牡蛎计划(Billion Oyster Project)。

由Dorothee Contour于2010年在巴黎创立的Jewellery Ethically Minded (JEM)，同样以可持续发展为宗旨。

Contour说，JEM的产品系列象征着人性和良知，是奢侈品的另一种理念。例如，JEM的珍珠产自精挑细选的珍珠养殖场，这些养殖场不仅拥有高品质的珍珠和珍珠层，还致力保护和恢复海洋栖息地。

她续指：“我们的产品系列一直以美学为载体，蕴含着深厚的价值观。”JEM的每一件珍珠贝母或珍珠作品都附有一份由印度尼西亚珊瑚守护者(Coral Guardian)照料和移植的珊瑚领养证书。她援引科学数据说，珊瑚礁孕育25%的已知海洋生物多样性。过去50年来，过度捕捞、污染和不可持续的践行等导致至少40%的珊瑚礁消失。

与此同时，巴黎Veveer公司正在重塑其价值主张，以适应现代社会和环境的挑战。这家传奇珠宝世家创立于1821年，是第一家被授予“使命驱动型”称号的奢侈品公司，这是法国政府颁授的认可地位，表明该公司将可持续发展倡议纳入其商业模式。

Veveer公司总经理Damien解释说：“我们珠宝的价值还在于对材料的选择，这确保了负责任的、可追溯的采购，并控制了对环境的影响。”

归根结底，参与社会和环境影响的评估和管理，可以让公司在珍珠质量和价格方面反映出其最佳践行。以“影响为导向”的模式，还能吸引具有相同价值观和愿景的人才、供应商和客户。