

LA MAISON
COUTURE
Sustainability
Report

2024+



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WHO WE ARE

La Maison Couture is a global leading retail platform showcasing sustainable fine jewellery, responsible makers, and independent lifestyle brands with cutting-edge design.

Our mission is to champion emerging and established brands dedicated to social and environmental change, inspiring people to purchase meaningful pieces by promoting creators committed to positive impact.

Our curated collection, featuring luxury pieces crafted using certified ethical and recycled materials, supporting local communities and empowering women, has established us as the ultimate destination for sustainable innovation, quality, and creativity.



Amadeus

Message from our Founder & CEO

“I re-launched La Maison Couture in 2015 after becoming increasingly aware of the ethical and environmental issues underlying the jewellery industry. It has since been our mission to support luxury brands committed to responsible sourcing, offering customers timeless pieces that positively impact both people and the planet.”



The purpose of our sustainability report is to acknowledge the impact the jewellery industry has on the sustainability of our Earth’s systems and to communicate what we are doing to mitigate through our own business practices and those of our brand stakeholders. By transparently sharing the impact of our collective activities and outlining specific Sustainable Development Goals, this report aims to showcase our commitment to promoting responsible production and consumption. It serves as a tool for monitoring and continually improving our social and environmental performance and nurturing a culture of ongoing sustainability. Additionally, the report addresses the challenges faced by the industry and the proactive measures our platform is taking to promote sustainable practices within the sector.

OUR VISION

- **Disrupt** the ‘business as usual’ approach to sourcing, manufacturing & purchasing jewellery by continuing to raise awareness of the impact of the industry on the planet & its people.
- **Inspire** jewellery designers old & new to adopt new principles & procedures that protect the environment & care for workers, as the ‘new normal’ moving forward.
- **Educate** brands & consumers alike, to understand what it means to be ‘sustainable’, how our jewellery purchases have the power to positively make a difference & help reverse the damage of the wider industry – if we choose to buy from sustainable brands.

OUR HIGHLIGHTS

Winner of Independent Fashion Jewellery Retailer of the Year at Professional Jeweller Awards 2022

Finalist in Retail Jeweller UK Jewellery Awards Ethical/Sustainable Business of the Year 2023

Highly Commended in Professional Jeweller Awards Collections of the Year 2023

Butterfly Mark Certified 2023

Launch of LMC Self Assessment Questionnaire (SAQ): Our validation tool to audit all potential new & existing brands

Launch of La Maison Couture X Tomasz Donocik Busia Collection 2023

Launch of LMC Certification

MINING PRACTICES

Unregulated or irresponsible mining practices can lead to deforestation, water pollution, habitat destruction, & soil degradation with devastating effects on the environment & local communities.

SUPPLY CHAIN TRANSPARENCY

Complex and lengthy supply chains make it difficult to trace the origin of materials & verify best practice at each stage. Lack of transparency can lead to unethical sourcing, e.g conflict minerals or materials obtained through exploitative or illegal practices.

LABOUR RIGHTS

Jewellery production often involves labour-intensive processes. Issues such as child labour, hazardous working conditions, & unfair wages are still problematic in certain regions.

ENVIRONMENTAL IMPACT

The jewellery industry causes significant carbon footprint due to energy-intensive processes involved in mining, refining, & manufacturing. Moreover, the industry generates waste & uses chemicals that can harm the environment if not managed responsibly.

RESPONSIBLE SOURCING

Many gemstones & metals come from regions with weak governance & oversight, making it difficult to track their origins & ensure ethical practices throughout the supply chain.

COMMUNITY IMPACT

Mining & production often occur in rural or indigenous communities. Direct impact on the social & economic well-being of these communities includes issues related to land rights, displacement, & loss of traditional livelihoods.

GREENWASHING

Some jewellery companies may make unsubstantiated or exaggerated claims about their sustainability efforts, eco-friendly materials, or ethical practices, misleading consumers who seek genuinely sustainable products.

CONSUMER EDUCATION

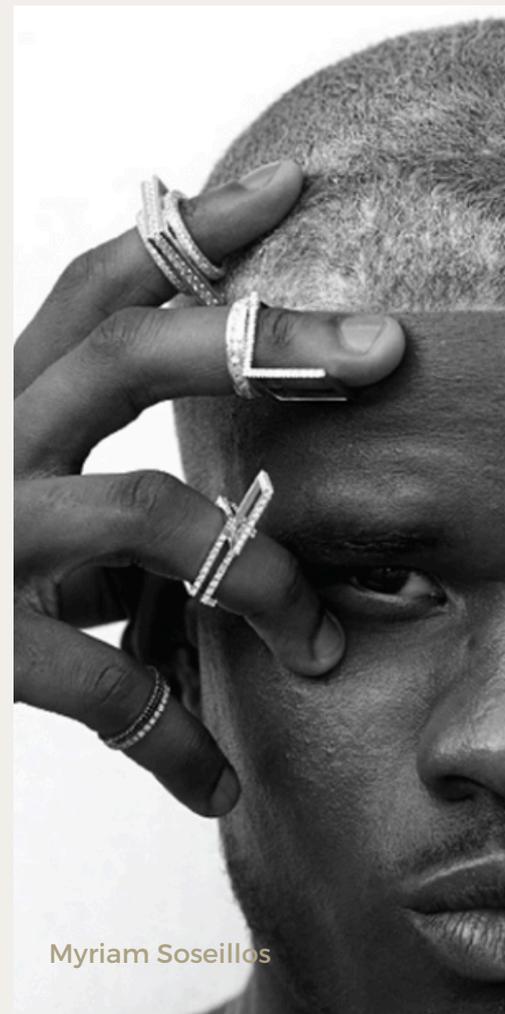
Although there has been an uplift in consumer demand for positive impact products, not all are aware of the issues in the jewellery industry. Increasing consumer awareness can empower them to make informed choices & put pressure on companies to improve their practices.

UNDERSTANDING THE JEWELLERY INDUSTRY & CHALLENGES FACED

Monitoring & Measurement: Why is this important?

For La Maison Couture, being at the forefront of sustainable practices spotlights the importance of continuous monitoring and measurement.

By subjecting our own internal operations to comprehensive analysis we ensure that our commitment to ethical and environmentally conscious practices remains consistent. This not only mitigates risks but also positions LMC as a leader in the jewellery industry's ongoing transformation towards more responsible business models



Myriam Soseillos



Tomasz Donocik

Equally important is the monitoring and measurement of our business partners, as we believe that shared values and ethical conduct should be upheld throughout our supply chain.

Collaborating with partners who align with our progressive ethos allows us to collectively contribute to positive change within the industry. Through this proactive approach, LMC aims to set new benchmarks, inspire industry-wide improvements, and maintain a reputation as a trailblazer in sustainable jewellery retail.



How do La Maison Couture Monitor and Measure our Business Operations?



Positive Luxury's **Butterfly Mark** is an independent certification that verifies for consumers and other stakeholders that our business upholds the highest standards of sustainability across our entire supply chain.

To achieve a Butterfly Mark, companies must achieve a minimum of 50% in each area of the ESG assessment. **La Maison Couture achieved 63% in Environment, 64% in Social and 73% in Governance, excelling in the following areas:**

**Circularity - Sustainable Sourcing - Reporting & SDG Alignment
- Packaging Efficiency**



As a multi-channel global marketplace dedicated to showcasing positive impact jewellery brands, we believe we have a duty to our customers to share the basis on which we select brands for our boutique.

Our brands are assessed on a **five point sustainability criteria**, ensuring that we remain true to our reputation as a progressive and supportive platform, whilst building trust and loyalty with our growing community of conscious consumers.

Our Brand Criteria includes:

**Ethical Production - Responsible Sourcing - Artisanal Collaboration
- Positive Impact - Circular & Regenerative**



In addition to our 5 point Brand Criteria, our internal **La Maison Couture Certification**, an honorary badge recognising the outstanding impact work our brands are doing for people and planet, is compelling evidence that we are collectively contributing to sustainable development and innovation within the jewellery industry.

Brands awarded our LMC Certified logo have displayed clear and exemplary ways they are contributing to sustainable development by passing our comprehensive SAQ Assessment.

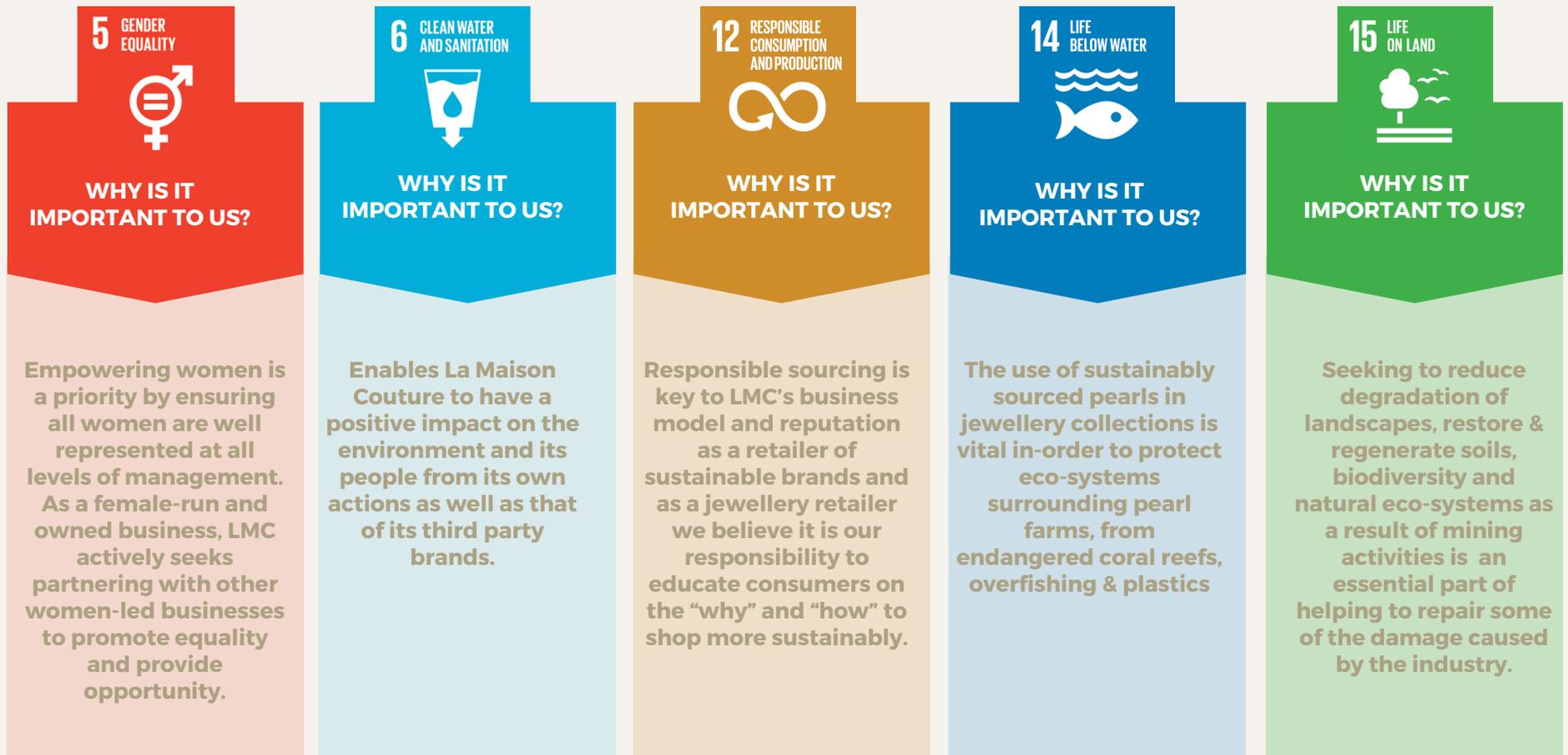


In 2015, the United Nations established the **Sustainable Development Goals (SDGs)**, comprising 17 objectives as a universal call to action to eradicate poverty, preserve the planet, and guarantee peace and prosperity for all by 2030.

We are united in our mission to achieve the 2030 Agenda for Sustainable Development and align with the following SDG's 5, 6, 12, 14 & 15

Sustainable Development Goals (SDGs) X La Maison Couture

LMC is in alignment with the following SDGs



What impact has LMC made so far towards these Goals?

Communicating LMC's dedication to contributing to the Global Goals is essential for claiming accountability, taking responsibility for necessary actions and measuring our progress over time to our stakeholders.

5 GENDER EQUALITY



OUR KEY MILESTONES

- Currently 65% of brands are female owned; by 2030 we seek to raise this figure to 75%.
- Empowering women through employment and education is one of LMC's five point onboarding criteria

6 CLEAN WATER AND SANITATION



OUR KEY MILESTONES

- 100% of profits from funds raised donated to Earthbeat Foundation to support closing of unregulated small-scale mines in Uganda

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



OUR KEY MILESTONES

- Our motto "Buy Better" encourages considered purchases, for the benefit of generations to come.
- As a drop ship business model, LMC has minimal inventory waste. Brand stakeholders encouraged to follow waste guidelines.
- All LMC packaging is recycled & recyclable.

14 LIFE BELOW WATER



OUR KEY MILESTONES

- LMC actively sources & supports innovative jewellery brands using ocean plastic, & upcycled materials from the sea to make jewellery
- LMC expects its suppliers to support sustainable sourcing practices & principles, this includes Farming and protecting marine eco-systems

15 LIFE ON LAND



OUR KEY MILESTONES

- LMC supports & encourages responsible forest products - PEFC or FSC 100% Certified packaging.
- LMC X Earthbeat Foundation is our opportunity to "give back", having a direct positive impact & helping to repair the damages of the past & preserve the future of the industry.



Sustainable Development Goals (SDGs) X Our Brand Partners

La Maison Couture's Brand Criteria is the framework we use to align with the SDGs in order to address the issues facing the jewellery industry

Our brands are assessed on the following Five Point Sustainability Criteria

ETHICAL PRODUCTION



01.

RESPONSIBLE SOURCING



02.

ARTISANAL COLLABORATION



03.

POSITIVE IMPACT



04.

CIRCULAR & REGENERATIVE



05.

“All Mocielli gold jewellery is made from recycled, Fairmined or SMO (single mine origin) gold. Fairmined gold is a guarantee that the gold is responsibly mined and the miners are paid fairly and work in safe conditions”
- Mocielli



31%



LMC brands use Fair Trade and/or Fairmined materials

ETHICAL PRODUCTION // SDG 12

Flora Bhattachary is a Fairmined licensee and a registered Fairtrade jeweller

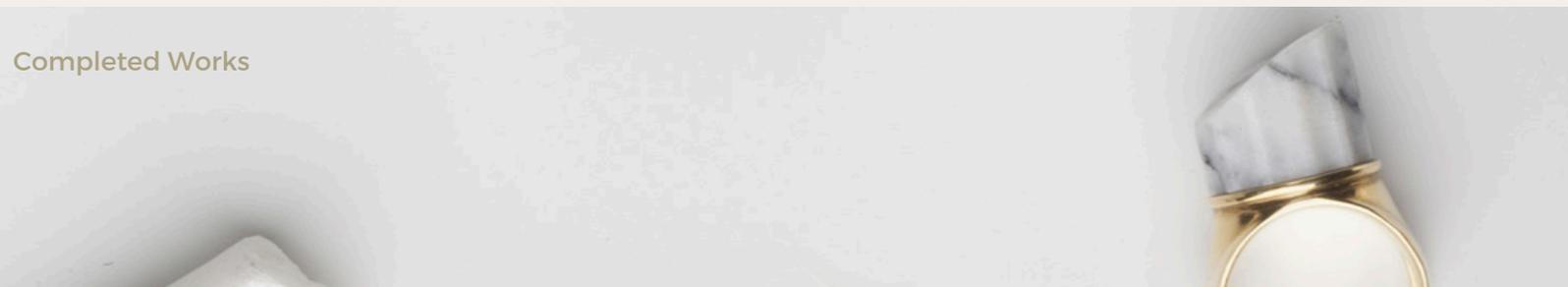
Ethical Production is crucial to understanding the social ramifications of our brands concerning working conditions and equitable treatment of their workforce.

This involves incorporating fair trade or fairmined gold, adhering to best practices in jewellery making, and ensuring secure, non-toxic working environments for both miners and workers.



“Fairtrade Gold is a globally recognised marker meaning that small-scale miners receive a fair deal for their hard work and are supported to make life better for themselves and their communities. It also helps to protect the environment.”
-Fairtrade Foundation

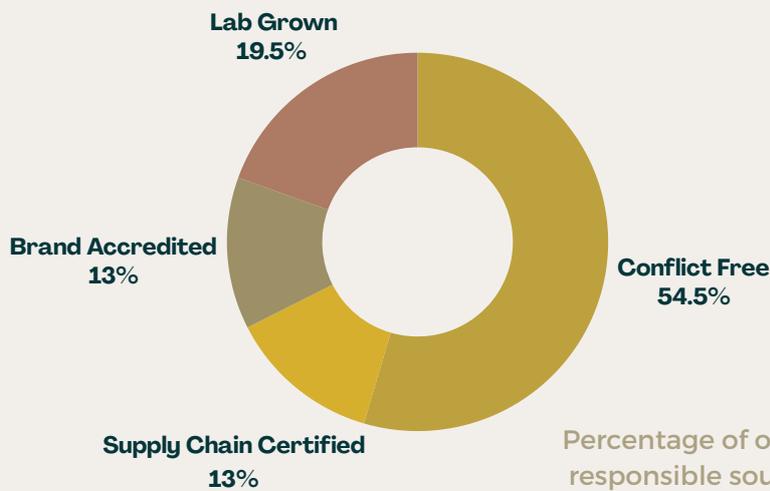
Completed Works



RESPONSIBLE SOURCING

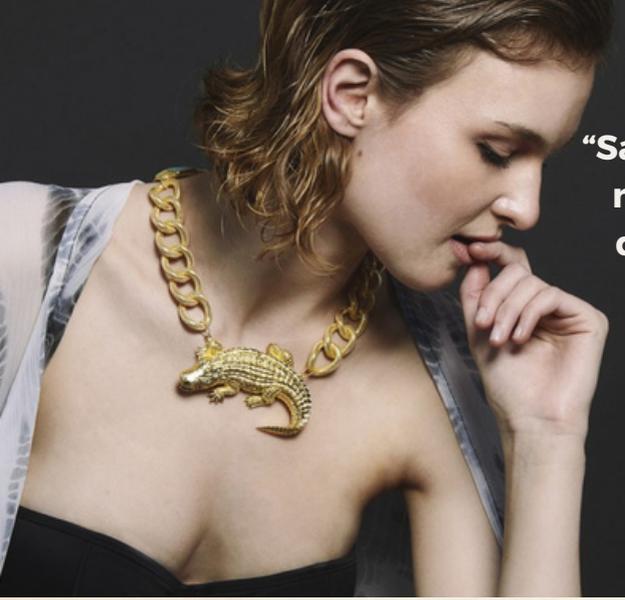
// SDGS 6, 12, 14 & 15

Responsible sourcing is integral to our LMC business model and reputation as a purveyor of sustainable brands. We aim to minimise environmental impact by ensuring our brands adhere to the highest environmental standards. La Maison Couture requires suppliers, including those involved in Pearl Farming, to embrace sustainable sourcing practices and protect marine ecosystems. Our commitment extends to using materials and gemstones from certified, reliable sources that adhere to recognized production standards, such as those set by the Responsible Jewellery Council (RJC).



LMC source and support innovative Jewellery Designers & Brands using ocean plastics and upcycled materials from the sea to make jewellery
- SDG 14

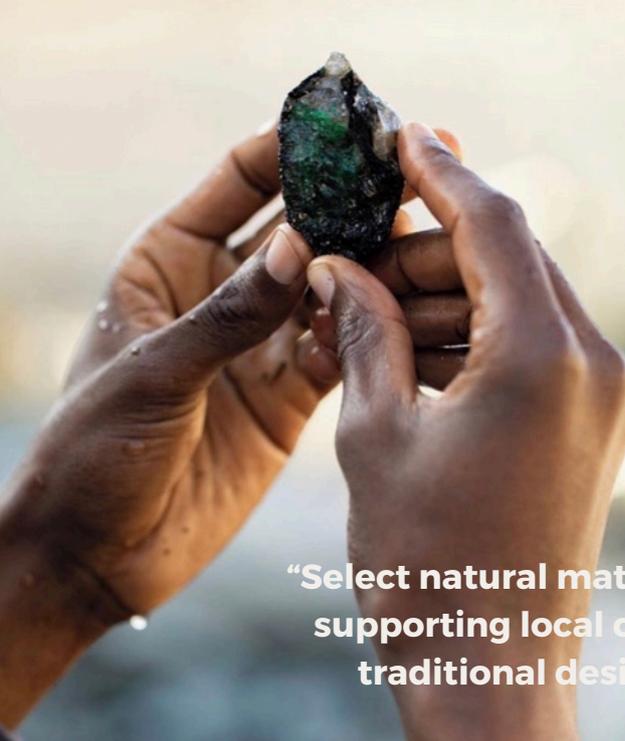
LMC source brand partnerships that support sustainable management of water & sanitation for all in the jewellery industry & the protection of water courses, water efficiency & waste water treatment - SDG 6



“Samantha uses centuries-old jewelry-making methods alongside modern technology for quality craftsmanship that pays respect to ancient artisans.”

ARTISANAL COLLABORATION

LMC collaborates with brands that engage artisans, employing time-honored techniques and ancient methods deeply rooted in tradition. These partnerships seek to honour and preserve local art, heritage, and culture, ensuring their continuity for future generations.



“Select natural materials are sculpted by artisans in Kenya, supporting local craftsmanship and striving to preserve traditional design methods in sub-Saharan Africa.”

Sandy Leong



Deborah Blyth’s designs are hand crafted through the process of lost wax casting, one of the oldest methods of jewellery making, dating from 3rd century BC.



At least 25% of our brands support artisanal collaboration

POSITIVE IMPACT // SDG 5

The positive impact of our brands is diverse, including the creation of employment opportunities, providing education, imparting skills and supporting communities, empowering women and positively impacting lives through jewellery making.



Every purchase from the Sonia Petroff collection helps fund girls' education through her partnership with Room to Read. These contributions not only improve the daily lives of these incredible girls, but encourages them to become strong, confident and over time increases their chances of becoming financially independent.

“We give basic jewellery lessons to children at our studio, covering areas like design, marketing and of course bench techniques. We know that our business depends on ongoing learning and creativity, and then sharing our knowledge and enthusiasm with others.” Ana Verdun



Emma Chapman jewels sources materials and labour in Jaipur, India - a part of the world with a long and celebrated tradition of jewellery making. Emma has personal relationships with the craftspeople manufacturing for her. She uses local goldsmiths, artisans and stonecutters.

With Love Darling aims to spread important messages across the world. Their 'Global Goals collection' allows the wearer to show off their activism in a more discrete, elegant and refined manner.





LA MAISON COUTURE

X

TOMASZ DONOCIK

LONDON

Busia Collection // SDG 15

In collaboration with Earthbeat Foundation, La Maison Couture X Tomasz Donocik London launched the 'Busia Collection' in March 2023 with a specific goal in mind - to raise awareness about the impact of gold mining on artisanal small-scale mining communities, as well as the subsequent need for soil regeneration to support local livelihoods and ecosystems.

The collection showcases standout pieces inspired by the native flora of Busia, Uganda, an important centre for gold mining and production since 1930, and comprises five pendants crafted using ethically sourced, traceable materials and recycled metals. Unlike many other jewellery collections, our pieces are not merely aesthetics but carry a powerful message of social and environmental responsibility.

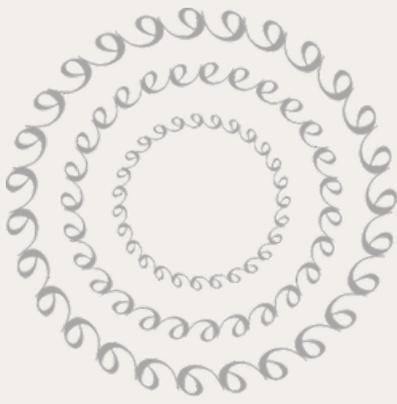
The initial funds raised will be directed towards Earthbeat's beekeeping initiatives, providing financial employment and environmental protection to the artisanal mining communities.

£ 2K

donated so far

"It's estimated there are 44.75 million small-scale miners globally working in variable conditions, including poor and toxic working environments, low pay, and child labour. Acutely aware of these negative impacts, LMC is wholly committed to creating positive change in the jewellery industry."

- The 2020 State of the Artisanal & Small-Scale Mining Sector report



earthbeat

Earthbeat Foundation

Established in 2013, Earthbeat Foundation has been working to promote alternative income generating activities for small-scale miners by restoring abandoned mines through agribusiness initiatives such as apiary, permaculture and biodynamic agriculture.

“Earthbeat Foundation was founded to change the livelihoods of small-scale miners all around the world, and also to raise awareness of the inequality that still happens when it comes to creating beautiful pieces of jewellery. Our partnership with La Maison Couture x Tomasz Donocik London is a huge step in bringing this awareness to the outside world as well as being able to create as much impact as possible on the ground. I am thrilled and very thankful.”

- Guya Merkle, Founder Earthbeat Foundation

CIRCULAR & REGENERATIVE // SDGS 12, 14 & 15

Promoting circular business models, including end-of-life strategies and innovative buy-back schemes, aligns with our commitment to sustainability. With over 70 brands on our platform, we recognise the indirect impact on biodiversity from our suppliers' operations. We advocate for circular and regenerative production, prioritising concepts such as buy-back, repair, and repurpose to reinforce our commitment to these principles.

If we don't prioritise these methods, what are the consequences?

- Depletion of natural landscapes and habitats.
- Forest degradation through lack of sustainable forestry management.
- Natural habitats and wildlife endangered by plastic pollution.

66%

of brands use recycled and/or upcycled materials in their collections



“Biodiversity provides the basis for life on earth and is the key to safeguarding the wealth of the world for future generations.” Conservation Alliance

Challenges Faced & Lessons Learnt

Just as we are enthused to share with our stakeholders our platform's achievements and accolades of the past 12 months we also believe it is just as important to be transparent concerning the more challenging aspects of the business and industry that we have faced. In order to build a more sustainable and ethical future, a collective effort must be made to address issues and drive change.

01. Supply Chains

Supply chain transparency in the industry remains an issue due to the intricate nature of global supply chains and concerns about ethical practices. Through our onboarding SAQ and open relationships with brand partners we seek to demistify the origins of materials used and workers' conditions.

02. Online Retailer

In the fiercely competitive online marketplace, continued growth and differentiation from competitors depend upon effective marketing strategies and personalised customer experiences. Ensuring a positive customer journey is a necessity.

03. Economic & Political Instability

Global issues have significantly impacted consumer spending, particularly the purchasing of non-essential, luxury goods. Adaptability and planning are crucial if we are to navigate and mitigate these challenges.

04. SME Partnerships

To remain a global platform in support of independent, emerging designers, establishing partnerships with brands that hold similar values is crucial for ensuring economic stability, innovation and positive change within the industry.



LOOKING TO THE FUTURE



- Our 2030 Target: Achieve certification from 100% of brands that workers throughout supply chains are paid equally and receive living wage.



- Our 2030 Target: To be recognised as an educational/mentor platform B2B as well as B2C that advocates responsible water management within jewellery industry and the need to protect and restore water-related ecosystems through panel discussions, industry talks and social marketing.



- Our 2025 Target: Certify that all plastic packaging eliminated from all LMC brands.
- Our 2030 Targets: Introduce Zero Extraction Policy: 100% of brands to be using upcycled/recycled materials and metals.
- Ongoing B2C and B2B education around sustainable consumption and production: Biannual panel discussions/ industry talks/retail pop ups to raise awareness and encourage positive action.



- Our 2025 Target: All plastic packaging to be eliminated.
- Our 2030 Targets: Certify that 100% of LMC brands using pearls are from sustainable sources or use recycled/upcycled pearls.
- Achieve 25% representation of brands working with ocean plastics or partnering with charities that support the protection of Life on Water.



- Our 2025 Target: Raise £10k for Earthbeat Foundation.
- Our 2030 Targets: Partner with other not-for-profits centred around repairing the damaging impacts of the jewellery industry on Life on Land.
- Organise awareness initiatives to protect, restore and promote biodiversity programmes through workshops, panel events and industry talks



Conclusion

Our commitment to creative responsibility, deeply embedded in our DNA since inception, moves us forward with an exciting vision for the future.

Looking ahead, our next steps include:

Introduction of our Zero Extraction Policy by 2030

Our brands increased use of recycled/upcycled materials

Elimination of plastic packaging for all stakeholders by 2025

Our ongoing collaboration with Earthbeat Foundation

Potential partnerships with re-sell jewellery platforms, embracing end-of-life strategies and innovative buy-back schemes

It is forecast that by 2025 20-30% of fine jewellery purchases will be influenced by sustainability considerations (BoF). By supporting and nurturing the sustainable brands of today we are protecting the future of the industry and the livelihoods of millions of skilled workers and their craft.