

DANIELLA DRAPER EARNS WORLD- RENOWNED BUTTERFLY MARK CERTIFICATION

Butterfly Mark certification, powered by Positive Luxury, is earned by luxury businesses demonstrating they have incorporated measurable ESG practices into their everyday operations. This benefits the wellbeing of employees, local communities and the natural world – whilst innovating the organisations adaptation and transition towards a new climate economy.

FOR IMMEDIATE RELEASE

27.10.22 – Positive Luxury announced today that multi-award winning, British jewellery designer, Daniella Draper, has been awarded the Butterfly Mark certification for a second time. Since 2009, Daniella Draper has been creating pieces to stand the test of time- future heirlooms from now and for generations to come.

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social and Governance (ESG). Daniella Draper achieved 52% in Environment, 58% Social and 52% Governance excelling in the following areas:

Waste & Circularity: Using 100% recycled gold and silver in all their jewellery collections and repurposing 10% of their diamonds from vintage jewellery bought at auction –Daniella Draper champions circular business model. By adopting a strict waste management policy throughout their operations Daniella Draper, ensures all scrap silver and gold, including floor sweepings, are collected and sent for recycling keeping landfill waste to minimum.

Climate & Energy: Conducting their first carbon footprint calculation, Daniella Draper has set clear reduction targets and partnered with Ecologi to offset emissions incurred by their employees commute. Redefining their energy conservation strategy has allowed the team to set a 5% reduction in energy use target for the coming year in addition to the existing use of renewable energy to power their offices and store and upgraded to only use hybrid company vehicles. Sustainable logistics remains a key priority working with partners, DHL and DPD to use route optimisation algorithms and electric deliver vehicles forming part of their programme to reduce transportation emissions.

Sustainable Supply Chain & Manufacturing: integrity forms part of the brand's heritage and is shown with a focus on Supply chain transparency and their thorough supplier selection process – 100% of their gold suppliers are Fairtrade Gold Certified, 90% of all sourced diamonds are covered by the World Diamond Council System of Warranties and 80% of their diamond suppliers have adopted Kimberley Process System of Warranties. The introduction of supplier codes of conduct and ESG questionnaires as part of their sourcing strategy ensures transparency and facilitates supplier communication.

Culture: With an inherent responsibility to preserve and protect the natural world, Daniella Draper prioritises health, wellbeing, diversity and inclusion amongst her stakeholders, introducing employee engagement and skills development programme for her team and supporting local communities through charitable donations to Women's Aid and Refuge. Meanwhile, their partnership with Ecologi, has contributed to 38 projects worldwide from supporting a solar power project in Vietnam to distributing fuel-efficient cookware in Tanzania.

A full breakdown of their assessment scores can be found in their [digital sustainability passport tool](#)

“ We are proud to continue partner with Daniella Draper and delighted to recertify them with the Butterfly Mark, powered by Positive Luxury. Sustainability is an inherent pillar of their brand ethos, and with the team’s hard work and determination, they have embedded sustainability measures across key aspects of their business operations and continually strive to do better.” **Diana Verde Nieto, Co-Founder of Positive Luxury**

“ We’ve always been proud of our sustainability stance as a business, and having the highly regarded Butterfly Mark certification confirms that, adding value to our brand on a daily basis. It means a lot to our customers knowing that they are buying from a recognised sustainable brand; our staff are proud to be working for a business certified for its sustainability and it makes us strive to do better and focus on areas where we are weak.” **Daniella Draper, Founder of Daniella Draper**

Other luxury brands that have been awarded with the Butterfly Mark include Monica Vinader, Tom Ford Beauty, Dior Couture, MCM, IWC Schaffhausen, Krug, Belvedere, The Macallan, Anya Hindmarch and more. By continuing as part of the Positive Luxury brand community, Daniella Draper will continue to strive in exceeding standards set for social and environmental frameworks.

Learn more about Daniella Draper at: <https://www.positiveluxury.com/our-members/daniella-draper/>

ABOUT POSITIVE LUXURY

Since 2011 Positive Luxury has been accelerating organisations' adaptation to the new climate economy. Our ESG+ products and services enable companies to manage risk, embed innovation and credibly foster consumer trust. Organisations that we certify receive the Butterfly Mark, a globally respected trust mark – independently verified evidence that they meet the highest standard of sustainability best practices across all four pillars of our framework.

ESG+ ASSESSMENT

Our proprietary ESG+ (Environmental, Social, Governance, and Innovation) assessment framework and diagnostic tool is the only one designed for the specific social, environmental and material risks of the luxury industry helping organisation determine their ESG risk profile, through gap analysis and material ESG issue forecasting.

THE BUTTERFLY MARK

The Butterfly Mark certification is an independent trust mark awarded to luxury brands, retailers and suppliers that evidence tangible action to making a positive impact on nature and society. It has been created in consultation with the Positive Luxury Sustainability Council of over 22 leading global organisations and is rigorous, independent, and in line with the latest international standards and best practices.

The CONNECTED BUTTERFLY MARK

The Connected Butterfly Mark enables organisations to demonstrate their sustainability performance with transparency and confidence, offer honest differentiation and build trust with their stakeholders. Supported with educational content for conscious consumers, key features include a company’s total and deeper ESG+ performance scores, other certifications and accreditations, 2030 United Nations SDG targets, areas of excellence, sustainability journey tracker, positive actions and company information.

ABOUT DANIELLA DRAPER

Multi award winning, British jewellery designer Daniella Draper graduated with a degree in jewellery design from Central St. Martins in 2009 and returned to her home roots of Lincolnshire to start her business. Inspired by nature, history, travel & romance, Daniella’s captivating designs are classic and timeless and designed to be loved and worn everyday. Daniella uses recycled gold and silver to make high quality pieces to stand the test of time, creating future heirlooms for now and for generations to come.

