

A fusion of traditional Indian craftsmanship and modern design brand, IVAR is the first Indian brand to be awarded the Butterfly Mark certification from Positive Luxury, joining a community of luxury sustainable brands.

Press release with more information below and available to download [here](#).

To interview Positive Luxury Co-Founder, Diana Verde Nieto or IVAR Founder, Ritika Ravi on all sustainability, the Butterfly Mark certification and transparency get in touch.

FIRST INDIAN LUXURY BRAND – IVAR AWARDED THE BUTTERFLY MARK

THURSDAY 15TH DECEMBER 2022: IVAR's exclusive and inimitable jewels are a unique portrayal of Indian techniques in modern and western styles. Inspired by the founder, Ritika Ravi's experiences, IVAR have always strived to be a positive impact luxury brand based on their philosophy of ethical fashion and sustainability.

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social and Governance (ESG). IVAR achieved 54% in Environment, 52% Social and 52% Governance excelling in the following areas:

SUSTAINABLE SUPPLY CHAINS: Supply chain sustainability is at the core of IVAR's brand values – working with Positive Luxury they have implemented a sustainable sourcing strategy, to continuously increase transparency, and supplier code of conduct, with 100% of subcontracted manufacturers as signatories. With the adoption of a Restricted Substance List, IVAR ensures no toxic substances are used on any of its products. Strong industry partnerships, logistics routing software and low-emission vehicles allow IVAR to cut carbon emission further.

MATERIALS & CIRCULARITY: Choice of materials is crucial, IVAR have ensured upto 99% of packaging is made from recycled paper and 100% of all packaging is recyclable. Their unique designs are no different, with 30% recycled gold used in their manufacturing and prioritising locally sourced materials that have international certifications such as Fair trade and Fairmined. The introduction of a recycling programme and targets for Net Zero waste by 2025 form part of the brands waste management strategy.

CULTURE & COMMUNITY: As a female-founded business, IVAR is dedicated to female empowerment and gender equality – nearly all members of the IVAR team are women often from underprivileged backgrounds and their dedication is clearly documented in their internal employee diversity, inclusivity, health and wellbeing policies and managements practices. IVAR is an active charity supporter from the Andrea Bocelli Foundation to Memorial Sloan Kettering Cancer centre.

CLIMATE: Having completed their first carbon footprint assessment in 2022, IVAR have set ambitious reductions targets aligned with their 2030 Net Zero strategy which include expanding the use of renewable energy throughout their supply chain, climate conscious travel policies & workforce training programmes.

Positive Luxury's four-part methodology is uniquely tailored for the luxury industry, and the only certification that focuses on innovation and future sustainability risks. The Butterfly Mark is an independent certification verifying to consumers and other stakeholders that a luxury business is operating in line with the highest standards of sustainability across the entire value chain.

“xxxxx” xxxx of Positive Luxury

“I am beyond proud that Ivar has been accredited with the butterfly mark. This is the first step in our journey of sustainability and I’m looking forward to continuing our work with Positive Luxury in taking greater strides towards a net zero world.” **Ritika Ravi, Founder of IVAR**

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, Garrard and Stephen Webster will continue to strive in exceeding standards set for social and environmental frameworks.

Learn more about IVAR at: <https://www.positiveluxury.com/our-members/ivar/>

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.

ABOUT IVAR

Created by Ritika Ravi, Ivar is a fine jewellery brand, born in India and launched in the Maldives. Inspired by the designer's experiences and the Maldives island's laidback lifestyle, Ivar's jewelry combines the best of Indian craftsmanship and contemporary designs. The unique portrayal of Indian techniques in modern and western styles results in Ivar's exclusive and inimitable jewels. The collections bring forth a modern twist to traditional Indian jewellery practices, creating the path for the brand's international appeal and accessibility.