

Inspired by her travels and jewellery's inherent autobiographical qualities, Anne Sisteron creates thoughtfully-crafted fine jewellery to be cherished for a lifetime and has achieved Butterfly Mark certification for embedding ethical practices.

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

FINE JEWELLERY BRAND ANNE SISTERON ACHIEVES PRESTIGIOUS BUTTERFLY MARK CERTIFICATION

20th June 2023: Anne Sisteron was founded on three non-negotiable pillars; sustainability, charity and championing women. Aware of the environmental impact of fine jewellery, Anne Sisteron has embedded sustainability practices across the organisation's operations and has been awarded the Butterfly Mark certification.

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social, and Governance (ESG). Anne Sisteron achieved 50% in Environment, 57% in Social and 56% in Governance, and excelling in the following areas:

CLIMATE & ENERGY: During certification, Anne Sisteron conducted its first carbon assessment, defined its 2030 Net Zero strategy and actively switched its corporate facilities to renewable energy. Ensuring energy-reliant equipment is maintained and where appropriate repaired for optimum energy use, Anne Sisteron partners with SoCal Climate Control to perform continuous energy efficiency audits and offer training on energy conservation to all teams. In addition, the brand uses electric vehicles for product shipping and distribution and to further reduce its carbon footprint, Anne Sisteron has implemented a travel policy aiming to reduce the quantity of yearly trips and whenever possible prioritise low-emission modes of travel.

PEOPLE & INCLUSIVITY: Prioritising a diverse and safe environment within the business, Anne Sisteron fosters team engagement and empowerment through joint activities, annual trips and skills development and training including unconscious bias training, sexual harassment and abusive conduct prevention. As part of employee development, Anne Sisteron undertakes annual reviews monitoring performance and promoting further personal and organisational development, in addition to providing wellbeing and counselling sessions to support employee mental health. Empowering females is important as a female-led business, Anne Sisteron actively seeks female-owned brands for partnerships, collaborations and material supply.

COMMUNITY INVOLVEMENT: Social responsibility is both taking care of its own team and supporting communities around them at Anne Sisteron. Initiatives such as Anne Gives Back, provides consumers the opportunity to donate \$10 to a charity of their choice with every order placed. In addition, Anne Sisteron supports three non-profit organisations - Thrive, an animal rescue and community education programme

to reduce displacement of dogs Chips and the Children's Institute Inc, supporting violence and abuse victims and National Alliance of Mental Illness, improving the lives of those living with mental illness and their families. The brand also hosts store events raising funds for the selected charities with 20% of all in-event process being donated.

SUSTAINABLE OPERATIONS: Working with Positive Luxury, Anne Sisteron has defined its sustainable sourcing strategy, implemented a supplier code of conduct- ensuring the brand's sustainability strategy and objectives are reflected in the supply chain, and aims to have 70% of their suppliers become signatories to the code of conduct by 2024. With a clearly defined and communicated sustainability purpose all teams are aware sustainability performance forms part of the annual employee review. The brand has also defined and aligned its ESG practices to the UN Sustainable Development Goals; 3,5,12 and 13.

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 that verifies for consumers and other stakeholders that a luxury business is operating in line with the highest standards of sustainability across the entire value chain.

"Sustainability is part of Anne Sisteron's DNA. The company has been certified with the Butterfly Mark for embedding sustainable operating practices throughout its business. Anne Sisteron champions female-owned businesses through its collaborations, partnerships and material suppliers and supports charities through its *Anne Gives Back* initiative. Anne Sisteron is determined to make a positive impact on the jewellery industry and we are delighted to support the team on their journey. " ***Diana Verde Nieto, Co-Founder of Positive Luxury***

Other jewellery & watches luxury brands that have been awarded the Butterfly Mark include Monica Vinader, Garrard, Limelight Diamonds, Simon Harrison, Smiling Rocks, Stephen Webster Daniella Draper, Godavari Diamonds and more. By being part of the Positive Luxury brand community, Anne Sisteron commits to exceeding standards set for social and environmental frameworks.

Learn more about Anne Sisteron at: <https://www.positiveluxury.com/our-members/anne-sisteron/>

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 ANNE SISTERON

Designer Anne Sisteron established her divine taste for timeless jewelry and exquisite craftsmanship from an early age. Her worldly upbringing exposed her to international design and defined her classic, yet modern identity. Inspired by her time spent traveling and jewelry's inherent autobiographical qualities, Anne believes in collecting one's most precious moments by encapsulating them in thoughtfully-crafted fine jewelry designs that you can cherish for a lifetime.