

KBH Jewels is a female-founded, fine jewellery brand based in New York. Founded by Kimberly Berry Haisch in 2018, KBH was launched with a core commitment to clean material sourcing, circular practices from the ground up, quality and craftsmanship. The brand has been awarded the Butterfly Mark certification for efforts in embedding sustainability throughout its brand.

To interview Positive Luxury Co-Founder, Diana Verde Nieto or Kimberly Haisch, Founder & CEO of KBH Jewels on sustainability, the Butterfly Mark certification, and transparency, get in touch.

## KBH JEWELS AWARDED BUTTERFLY MARK CERTIFICATION FOR SUSTAINABLE BUSINESS PRACTICES

**13<sup>th</sup> June 2023:** KBH believes love and tradition applies not only to their beautiful jewellery, but also the manner in which it is made and how that affects the world. KBH Jewels has been awarded the Butterfly Mark certification for embedding sustainable operating practices throughout its business.

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social, and Governance (ESG). KBH Jewels achieved 53% in Environment, 52% in Social and 57% in Governance, and excelling in the following areas:

**SUSTAINABLE SOURCING:** Ensuring conflict-free gems, KBH Jewels exclusively source lab grown diamonds eliminating the need to mine natural materials. The sustainable diamonds that KBH designs with are grown in highly controlled laboratory greenhouses and are only sourced from labs working towards a zero-carbon footprint, and whose values align with their own. Additionally, KBH's Sustainable South Sea Pearl Collection is handcrafted from organic pearls cultivated by local South Sea farmers and artisans perfectly expressing the harmonious balance of beauty, heritage, respect and nature.

**CIRCULAR ECONOMY:** As one of the Earth's natural renewable resources, KBH guarantees its gold is always 100% recycled and reclaimed 14k or 18k solid gold, no vermeil, never filled or newly mined. KBH adheres to The New Gold Standard avoiding the harmful effects of metal mining – arsenic, mercury and lead pollution. Going further to ensure ethical business practices, KBH actively partners with Mercury Free Mining Challenge and Earthworks.

**SUSTAINABILITY PURPOSE:** With Planet-first jewellery as its mantra, KBH believes investment worthy pieces should be luxe and sustainably made without need to compromise on either. From upcycling plastic waste into our packaging, to choosing organic fabrics for our pouches, every decision we make is an attempt to inject conscious sustainability into every area of business.

**PACKAGING EFFICIENCY:** KBH packaging is made from 100% recyclable materials and its jewellery pouches are made from organic fabrics. Working with its packaging partners, KBH designs its packaging to have fewer overall impact than common alternatives and ensures it provides consumers direction on how to recycle the packaging correctly.

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.

"KBH Jewels mantra— planet-first jewellery illustrates its position as one of the leaders in the sector. Positive Luxury is proud to certify KBH Jewels with the Butterfly Mark for embedding measurable, social, and environmental sustainability practices across its business." ***Diana Verde Nieto, Co-Founder of Positive Luxury***

"I wanted to create jewellery that serves as beautiful modern heirlooms, pieces that can be passed down to future generations. Family, tradition and incorporating circular practices and sustainable materials are at the heart of everything we do and embedded into the fabric of our story. It's not about being perfect, it's about trying to do better." ***Kimberly Haisch, Founder & CEO of KBH Jewels***

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 continuing as part of the Positive Luxury brand community, KBH Jewels commits to exceeding standards set for social and environmental frameworks.

Learn more about KBH Jewels at: <https://www.positiveluxury.com/our-members/kbh-jewels/>

## **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.

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