

FIFI BIJOUX

Dirty Gold & Rough Diamonds

The Blood Diamond film starring Leonardo Di Caprio has raised awareness of the problems of **Conflict Diamonds**.

The film deals with the historic problems of war torn Sierra Leone. Every jeweller in the UK should be able to offer 'conflict-free diamonds'. However **consumers should be aware that 'conflict-free' diamonds are not the same as 'ethical' diamonds.**

Diamonds are mainly mined in Angola, Zaire, Botswana, Russia, Australia and South Africa, as well as in other lesser producing countries.

Significant human rights abuses still occur in diamond mining, as they do in diamond cutting and polishing. Fifi Bijoux uses only ethically mined, fairly traded and ethically cut and polished diamonds.

Ethics in the jewellery industry are big news. With increasing reports on cheap labour force exploitation, arms trade funding from diamond mining and the environmental and social impact of gold mining, the integrity of jewellers has never been under so much scrutiny.

Fifi Bijoux is a specialist luxury jewellery company, using gold and gemstones from ethically mined and fairly traded sources. We believe in a pro-active approach to protecting human rights.

Fifi Bijoux is, luxury, design led brand.

Please contact us to discuss your requirements.