David Yurman is a luxury jeweler prioritizing sustainability

Company Overview
- Fine jewelry retailer
- Created in 1980
- Headquarters in NYC
- More than 30 boutiques worldwide
- Partnerships with authorized retailers
- Company led by design
- Recognizable design: vivid colors and sculptural shapes

Path Towards Sustainability

Concept of Two-Component Jewelry
Central Element: Can be made of precious stones, resins and even fused carbon.
Base Material: The most popular ones in the jewelry industry are precious metals such as gold, silver and platinum.

Research On Base Materials In Partnership With The MIT Materials Lab

Opportunity with recycled metals (secondary production):
- Only 51% of produced gold is recycled and of the total amount of gold produced per year, only 30% of total gold on the market is made of recycled content
- Jewelers can enhance their "sustainability" by not only sourcing from recycled metals suppliers, but by also aiding metal recyclers to recycle a larger capacity of metals through partnerships or philanthropic assistance.

Idea Generation For Innovative Sustainable Materials
By partnering with an external philanthropic organization, a business can build an offering around the idea of an environmental cause while transforming collected waste into product

1 - Identify a cause
2 - Partner with an organization
3 - Transform the waste into a central element
4 - Offer a “sustainability oriented" product

Consistency: By focusing on one main area of sustainability, i.e., limiting creation of waste, we avoid controversies in limiting consumption of renewable vs. nonrenewable materials
Opportunity for collections: Numerous possibilities of partnerships, each time with a great sustainability narrative, proposing a precious cause behind each piece
Durability: Jewelry has to be durable, thus waste is a great opportunity for using materials that have extremely long decay time
Risk mitigation: By supporting a cause, we do not pretend to offer a comprehensive sustainable product, thus we avoid backlash risk