

FOREVERMARK SHOWCASES RESPONSIBLE SOURCING



Forevermark has teamed up with award-winning photojournalist Annie Griffiths to showcase the ‘Responsible Sourcing’ practices involved in our diamonds’ journey.

During this summer, Annie toured conservation and economic sites in Botswana and South Africa, seeking images that capture the people and scenes involved in the journey of a Forevermark diamond.



Forevermark diamonds are always beautiful, rare and responsibly sourced. Forevermark Chief Executive Stephen Lussier said: “To bring across Forevermark’s ‘Responsible Sourcing’ principles, it was important to us to commission a photographer who not only brings to life our values, but also embodies them personally. Annie’s work celebrates wildlife, nature and women, highlighting their important contribution in local communities.”



Annie Griffiths is the founder and Executive Director of Ripple Effects Images, a non-profit organisation highlighting programmes helping to empower women. She was interested in how diamonds connected women across vast distances and cultural divides. “That diamond on your finger has been through an incredible journey, and some incredible women have helped to put it there,” she said.

Annie says: “Following a Forevermark diamond journey was an outstanding experience. There is such a strong connection between diamonds and conservation. I could also witness how much diamonds benefit local communities, especially women.”



Stephen added: “Our consumers, especially millennials, those who reached adulthood at about the turn of the century, are concerned about the origin and the story behind what they own. They want diamonds they can trust, which is what Forevermark offers.”

Please visit the Forevermark website to discover [Forevermark Responsible Sourcing](#) and Annie Griffiths’ journey and images.