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**DEDICATED FINE JEWELRY DESIGNERS SET INDUSTRY STANDARD  
WITH PLEDGE TO NOT USE CORAL**  
*International Governments Urged to Support Protection for Coral Used in Jewelry*

NEW YORK – On the eve of a major international wildlife trade meeting SeaWeb’s *Too Precious to Wear* campaign announced today that an impressive lineup of additional jewelers has joined their colleagues and signed the Jewelry and Design Industry Pledge to not use coral in their products, joining an already expansive list of industry leaders. The *Too Precious to Wear* campaign called the upcoming Convention on International Trade in Endangered Species (CITES) a touchstone event for protecting from unregulated trade red and pink corals, deep-sea corals that often are used in the jewelry and home décor industries. The CITES meeting takes place in Doha, Qatar and runs from March 13-25.

“The efforts of these committed fine jewelry designers mean we are experiencing a sea-change in the fashion and design industry when it comes to coral use,” said Dawn Martin, president of SeaWeb. “The fact that these top-notch designers are joining our campaign right before the vital CITES meeting gives us additional momentum going into the crucial vote to protect these precious animals.”

The jewelers joining the campaign today are helping to set the standard in responsible design among the fine jewelry industry by pledging to personally do their part to protect these precious natural resources by refusing to purchase or use real coral in their designs and by urging other designers to take a similar stance.

**The most recent *Too Precious to Wear* signatories are:**

- Dana Lorenz of Fallon and Fenton
- Eduardo Garza
- Ileana Makri
- Irene Neuwirth
- Kara Ross
- Kimberly McDonald
- Melissa Joy Manning
- Monique Péan
- Nak Armstrong of Anthony Nak
- Nicole Miller
- Robin Renzi of Me&Ro

Corals are under severe threat from global climate change, ocean acidification, pollution, and overfishing. More than 3.3 million pounds of corals and reefs are removed from the ocean every year. That is 1,625 tons, or the equivalent of 825 New York City taxicabs. The United States is the largest importer of red and pink coral, having imported 28 million pieces between 2001 and 2008. Scientists estimate that we have already lost 20 percent of the world's reefs and that we could lose another 24 percent in the next 30 years if urgent action isn't taken. Deep-sea corals have traditionally been a source of inspiration for jewelry designers, but unchecked international trade now threatens these species. The jewelry and design industries can play an important role in the preservation of these precious animals. Increased trade protection under CITES is a regulation supported by responsible, conscientious members of the jewelry and design industries.

*Too Precious to Wear* asks consumers to do their part as well, simply by refusing to purchase any product made of real coral, including home décor items and ready-to-wear jewelry. To sign the pledge, visit [www.seaweb.org](http://www.seaweb.org) and [www.tooprecioustowear.org](http://www.tooprecioustowear.org). Consumers can join the campaign by lending their support by becoming a fan on Facebook and following the effort on Twitter at [@SeaWeb\\_Coral](https://twitter.com/SeaWeb_Coral).

In 2002, Tiffany & Co. led the charge for coral conservation in the market place by removing all coral from its product lines. Additional supporters of coral conservation through the *Too Precious to Wear* campaign who previously signed the pledge include:

- Amy Smilovic of Tibi
- Chantecaille
- Simon Cardwell of Cheeky Monkey Jewellery
- Hannah Garrison of AZU Jewelry and Wear your Music
- Leber Jeweler
- Lela Rose
- Lilly Pulitzer
- Lisa Mayock and Sophie Buhai of Vena Cava
- Maria Cornejo
- Maria Grachvogel
- Michael Aram
- Minnie Mortimer
- Nicole Miller
- Norma Kamali
- Pottery Barn
- Reem Acra
- Temple St. Clair
- Tiffany & Co
- Toni Hacker & Ben Harnett of Hayden-Harnett
- Yigal Azrouël

**About SeaWeb:**

Founded in 1996, SeaWeb works to raise awareness of the growing threats to the ocean and its living resources, is a communications-based nonprofit organization that utilizes social marketing techniques to advance ocean conservation. By increasing public awareness, advancing science-based solutions and mobilizing decision makers around ocean conservation, SeaWeb brings together multiple, diverse and powerful voices for a healthy ocean. [www.seaweb.org](http://www.seaweb.org)

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