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Ethical brand Chavin soon to launch

21 July 2011 | By Laura McCredie

Soon to be launched ethical brand Chavin is hoping to prove that ethics can be an integral part of large-scale jewellery manufacturing.

The brand, which is the brainchild of Simon Ogilvie-Harris, has been set up in response to a growing demand for ethical jewellery.

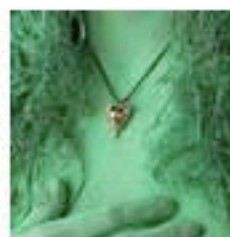
"It is all well and good buying from artisanal mining businesses or using Fairtrade [Fairmined] gold, which I understand there is a waiting list for, but on a large commercial scale this is not practical," said Ogilvie-Harris. "We need to see how we can make a commercial brand like Chavin ethical and stick to those principles."

Integral to this is the brand's partnership with SOS Children, the world's largest orphan and abandoned children's charity. Chavin is committed to donating a percentage of revenues to SOS as well as setting up long-term skills transfer programmes in Lima, Peru so that mothers have a way to support themselves and their children.

"Chavin jewellery has worked closely with SOS Children to find new and exciting ways to support women in Peru. The mothers on our Luz y Vida project [which works to improve the economic situation of local families] are excited to be part of this innovative partnership," said Meryl Davies director of fundraising at SOS Children.

As Ogilvie-Harris said: "The sad thing about Peru is that they produce 16% of the world's silver yet in an average quarter they export \$10m of jewellery per quarter. This is not much and mean the Peruvian people aren't benefitting from their natural wealth."

The brand will have its official launch at IJL in September with a collection of earrings, rings, bracelets and necklaces designed by UK Jewellery Awards 2011 finalist Ana de Costa all of which are inspired by the brand's Peruvian heritage. Chavin takes its name from a Peruvian civilisation that was indigenous to the northern Andean highland from 900BC to 200BC and is manufactured by Arinsa, a manufacture and export business that prides itself on the provenance of its materials and its commitment to corporate social responsibility.



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