

Shop This, Not That: Less Is More' Sustainable Accessories Gifting

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“Rosena Sammi is founder of online retailer The Jewelry Edit, where brands are vetted for their environmental chops, and the majority (99 percent) of brands are woman-owned.

“We think it's time to embrace a new conversation about jewelry - one that highlights sustainability, quality and longevity. It's not about filling jewelry boxes or Christmas stockings for that matter, with disposable jewelry,” she said. “It's about investing in a jewelry wardrobe. Investing or buying something “luxury” no longer means expensive. Luxury isn't about a price point, it's about quality and connection.”

She added that origin story - and the maker behind that flash of metal - means more today than ever. “We want you to know what you're buying and who you're buying it from. We want you to learn the designer's story and use it to tell your own.”

Asked what designers she's favoring, Sammi said: “At The Jewelry Edit, we love Soko, because it is a Certified B Corp [Benefit corporation, following strict ESG standards) that uses recycled and repurposed materials alongside an ethical, transparent supply chain.” She highlighted Soko's Ribbon Statement hoop earrings and Layered strand ring as jewelry wardrobe starters.

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