

Friday, June 25, 2010

## Meet MiaDonna & Co!

We're absolutely thrilled to introduce MiaDonna & Co!  
I have to say, after becoming "twetics," I quickly began to learn more about them and really admire their mission and goals. As many of us come to know, when you think "Wedding," one of the first things women tend to think of are "engagement rings." Then what? Probably "diamond engagement rings," right? Well, here's a company that offers all that bling, without the mining controversy.

### Interview with Anna-Mieke, founder/CEO of MiaDonna & Co

Note: All images that appear in this post are courtesy images used for this post only and belong solely to MiaDonna & Co and The Greener Diamond.

#### Q: What is MiaDonna&Co and The Greener Diamond about?



A: MiaDonna and The Greener Diamond were created at the same time to work together - to make things right for everyone.

#### About MiaDonna

MiaDonna & Co. is an amazing, innovative company that was founded by consumers that wanted an alternative to the cost and conflict associated with providing diamond jewelry to the consumer. MiaDonna & Co. is an advocate for diamond and gem consumers, global societies and the earth by offering the latest in man-made diamond and gem alternatives while using only recycled gold and platinum for their magnificent American-made settings. Finally, the diamond consumer has a viable choice to the controversy of earth-mined diamonds.

Right now we have 2 different technologies.

1. MiaDonna Diamond Hybrid® and
  2. Man-Made Diamonds
- For more information please visit our [website](#) and [blog!](#)

#### The Greener Diamond



The Greener Diamond was founded by MiaDonna & Co. to educate diamond consumers and to work with world charities to rebuild diamond mining communities. The Greener Diamond organization and MiaDonna work hand in hand with a common goal to bring the beauty of love back to diamonds. The dark side of the diamond trade has played out in mass media, but consumer demand continues to grow. MiaDonna decided there needed to be an alternative for the consumer, humanity and the earth.

This is how it works:

1. MiaDonna provides environmentally friendly alternatives to earth mined diamonds, gems and precious metals. The objective is to relieve some of the pressures these commodities put on the earth, while offering the consumer a beautiful, ethical and affordable choice and be the sustainable funding source for The Greener Diamond.
2. MiaDonna then funds their foundation "The Greener Diamond". The Greener Diamond educates diamond consumers and works with its world charities to assist in repairing some of the damaged lives and land left behind in the wake of an unethical diamond industry.

MiaDonna gives The Greener Diamond the ability to restore lives and land by working hand in hand with global charities like Doctors Without Borders, Youth Action International and SOS Children's villages.



We are currently working with Youth Action International to train 500+ reformed child soldiers the trade of agriculture and plant a rice field. This will not only give these people a future free of mining but it will also give the local community a sustainable source of income and food. This project was made possible purely by diamond consumers making educated buying choices.

<http://www.miaDonnaDiamonding.com/cat/greener-diamond/>

#### Q: When did you start this company, and why?

A: I created MiaDonna and The Greener Diamond at the same time to make things right. It is a system and they work together as I have explained above.

Click on "My Story" at The Greener Diamond Website for a video about why and how we started. <http://thegreenerdiamond.org>

#### Q: Why do you think brides/grooms should consider your products rather than traditional engagements/wedding jewelry?

A: So many reasons:

1. Economy - Given today's economy is just does not make sense any more to spend 2 to 6 months salary on a piece of jewelry. I would much rather see couples getting out of debt or purchasing a house etc. People can now have their dream ring without the cost. We can replicate a ring that would normally have a designer value of \$500,000.00 for just a few thousand dollars.
2. The Environment - Most of our rings are free of mining! Mining is catastrophic to the environment.

#### Did you know:

Side note: Bruce yourselfes - Gabriela, NLE

**"It takes 2 tons of earth to be excavated to produce a 1ct diamond (90 miles below the earth's surface) and in a single (so called "conflict free") canadian diamond mine, 2,000,000 tons of waste is produced DAILY!"**  
[http://www.miningwatch.ca/index.php?/nunavut/0\\_clean\\_diamonds](http://www.miningwatch.ca/index.php?/nunavut/0_clean_diamonds)

**"Russia has a diamond mine so deep and wide it is creating its own atmosphere. There is a no fly zone over the mine, because it has the potential to suck small aircrafts into it."**

**"Australia has a diamond mine the size of Japan."**

I could go on...

3. Global Societies - It is estimated that half of all earth-mined diamonds come from mines in southern and central Africa (and the majority of these diamonds are not mined ethically) or the sale of these diamonds are funding war activities and weapons. Keeping rebels and people in power that have no right being there). 70% of all women in america own at least one diamond, so when we purchase these stones and metals we (consumers) are the fuel. **Buying from MiaDonna will remove us from funding wars and funding the repair that we (diamond consumers), very unintentionally, helped to create.**

#### Q: Where can we find your products?

A: We are 100% web based at MiaDonna.com. We do understand that people need to see our products so we offer a free 15 trial period, when you purchase any of our products.

#### Q: Tell us about either the most over-the-top or most extravagant ring you've had to create?

A:



This is my favorite ring. It has a 3ct radiant cut MiaDonna Diamond Hybrid® in the center and it is designed from all angles!

It is HUGE but oh so stunning!

"OMG, it's so beautiful - I love it. She's really got it over to our!"  
-Gabriela, NLE

#### Q: Is there any additional information you'd like to provide for our readers: (Quickly facts, special sales going on, more info on products, etc.)

A:

1. We have a full line of eco-friendly pendants, earrings and mens rings coming out in the next 2 months!
2. Remember that we offer a free 15 day trial.
3. We can send you a free ring sizer if you need one.
4. We are hand crafted jewelers, meaning we make every ring from scratch when you order it. This gives us the ability to custom make anything you can think up!
5. We make everything in the USA, making our level of quality is very high.
6. Have you seen everything else we are doing to be eco-friendly?
7. We offer a fantastic warranty and try to cover the consumer for everything.

Also...

I want consumers to know the power of their buying choice... because the answer starts with us and the products in which we purchase, the choice of products we buy and the companies they come from. As consumers we hold the greatest power to create change...we need to be educated consumers!

On behalf of NLE, thank you so much for your guest interview with us. It's shocking—really—to know what it takes to produce such a precious stone. Thank you for providing that alternative and making it available to anyone who can appreciate conflict-free jewelry. We wish you continued success and support!

Want to feature this post on your blog?  
[Contact me for details!](#) -Gabriela, NLE