

FAIRMINED GOLD



We support responsible mining communities.

IT'S GOOD FOR EVERYONE

We've made one important exception to our recycled metal focus. Fairmined gold empowers artisanal small-scale miners (ASM), who make up 90% of the global mining workforce, and the families they support through fair-trade pricing. The Fairmined certification ensures that their gold meets social and environmental standards.

THE MINER AS THE AGENT OF CHANGE

We incentivize small-scale certified miners to use responsible mining practices with low environmental impact, safe and reduced handling of chemicals or chemical-free extraction, and protection of water supplies.

OUR FAIRMINED JOURNEY

2015

Became a licensed Fairmined retailer.

2021

Launched our first Fairmined collection—Gold for Good.

2022 & 2023

Added new styles to the Gold for Good collection.

2023

Supported AMATAF, the first mines in the Peruvian Amazon to achieve Fairmined certification.

2024

Supporting La Coqueta mine in Colombia to obtain its recertification.

Support new Fairmined certifications and increase purchases of Fairmined gold year-over-year

In 2023, our partnership with Pure Earth and the Alliance for Responsible Mining has supported four mines (AMATAF) in Madre de Dios, Peru complete their Fairmined Certification. This was a first for the Peruvian Amazon, a region devastated by mercury use in ASM.

