Anna-Moltke Huitfeldt becomes Denmark’s first FAIRMINED licensed jewellery designer

As more jewellers commit to FAIRMINED gold, the Alliance for Responsible Mining is busy licensing jewellers across the world. Recently, Denmark, considered one of the eco-friendliest countries in the world, also made the list of countries with FAIRMINED licensed jewellers.

Jewellery designer Anna-Moltke Huitfeldt is the first Dane ever to join the FAIRMINED initiative. Anna has searched the planet for ethical metals and gems since she began creating jewellery designs and, inspired by the values of her materials, she creatively designs her pieces to represent respect for human kind, positive change and a sustainable future. These are values she shares with bearers of her pieces such as the young classical star violinist Charlie Siem and others looking to make a positive difference in the world through their choice of jewellery.

Her new FAIRMINED collection “A Touch of Eternity” is inspired by the origin of the raw materials, of using rough diamonds in traditional pavé-setting, showing the values that dazzle from within and bring forward original values in a new balance.

“Working with FAIRMINED precious metals brings a further consciousness to the issue of what ethically sourced raw materials mean to us all: A better future. Not only for the miners, but for their children and our children who will know that we make a common effort of changing inequalities in the world” says Anna. But the Danish designer does not stop at fighting for better lives for mining communities. Anna takes the positive effects of FAIRMINED metals to the next level by donating part of the sales of FAIRMINED bracelets to cancer research through the Danish fund “A Race Against Breast Cancer”.

The Alliance for Responsible Mining welcomes Anna Moltke Huitfeldt to the FAIRMINED initiative that now includes jewellers in the United States, Canada, Great Britain, Spain, Japan and Denmark. FAIRMINED jewellery is currently on sale in stores in the aforementioned countries, and available via online retailers worldwide.

For more information on FAIRMINED gold and licensing please contact Kenneth Porter at the Alliance for Responsible Mining at (57) 332 4711 or kennethporter@communitymining.org.

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For more information, interviews and photos please contact:
Notes to editors:

About the Alliance for Responsible Mining

The Alliance for Responsible Mining (ARM) is an independent, global-scale, pioneering initiative established in 2004 to enhance equity and wellbeing in artisanal and small-scale mining (ASM) communities. ARM is committed to social justice and environmental responsibility as the values driving the transformation of ASM. ARM’s vision is for ASM to become a formalized, organized and profitable activity that uses efficient technologies and is socially and environmentally responsible. ARM’s work is focused on four strategic areas: Standard Setting, Producer Support, FAIRMINED Market Development and Advocacy and Communications.

About FAIRMINED Gold

FAIRMINED Gold is ethical gold extracted by Artisanal and Small-scale miners certified under the FAIRMINED Standard. FAIRMINED gold is the achievement of the world’s pioneering and industry leading network of responsible Artisanal and Small-scale miners. An initiative and movement led by and for the miners. The FAIRMINED model is open to all market players wishing to make a positive impact on responsible mining. FAIRMINED jewelry is currently on sale in stores in the United States, Canada, Great Britain, Spain, Japan and Denmark, and available via online retailers worldwide.

The FAIRMINED Standard was developed with ARMs network for responsible mining and includes five types of requirements: traceability, social development, economic development, environmental protection and labor conditions. Certified miners receive a guaranteed FAIRMINED Minimum Price and a premium payment, which is invested in community projects and in improving mining operations.

Currently, four mines in Bolivia, Peru and Colombia are certified in the FAIRMINED system, with over 30 other mining organizations working towards certification in Latin America. Furthermore, ARM partners with UNIDO, GEF, FFEM and AGC to begin the certification process for ASM communities in Senegal, Burkina Faso and Mali; and in 2012 the organization began the expansion of its efforts into Mongolia.

About Anna Moltke-Huitfeldt - Jewellery in Life

In the late 1990’s, Anna Moltke-Huitfeldt embarked on a personal spiritual journey in search of truth, meaning and identity that guided her to a vibrant new world of possibilities. Committing to an intense exploration of Eastern philosophy, painting, sculpture and artistic self-expression proved to be a life-defining experience.

A fascination with the form, purity and energy of some of nature’s most precious gifts – gold, silver, pearls and rough diamonds – took shape and navigated her from painting and sculpture to jewellery design. Every detail is motivated by a desire to accentuate and respect the natural magnificence of precious jewels, and to work with ethically sourced raw materials, thus balancing the inner values. Nature, air, the dynamics of space, fluid organic forms, transparency and eternity are all themes that define Anna’s design. Since 2004 Anna Moltke-Huitfeldt has refined her unique design philosophy and aesthetic language from her workshop in the Danish countryside, surrounded by the kind of idyllic and unspoiled nature that inspires her.