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RESPONSIBLE JEWELLERY COUNCIL LAUNCHES FIRST-EVER GLOBAL RETAIL CAMPAIGN FOR MEMBERS

**#LoveResponsibleJewellery and
#LoveResponsibleWatches to Empower Retailers Worldwide**

London, September 2025 – The Responsible Jewellery Council (RJC) today announced the launch of its first dedicated retail campaign, designed to support RJC Retail Members with innovative social media and communications tools for use in watch and jewellery stores worldwide.

“This is a milestone moment for the RJC,” said Dave Meleski, RJC Chairman. “Our retail members are the direct connection to consumers. By putting them at the centre of this campaign, we are strengthening their ability to communicate the values of trust, responsibility and sustainability. The RJC COP, COC and LGMS standards communicate these same values, ensuring they are embedded across the entire supply chain.”

Dave Meleski, RJC Chairman

Branded under the slogans #LoveResponsibleJewellery #LoveResponsibleWatches, the new campaign gives retail members a ready-to-use communications kit that empowers them to showcase their commitment to responsibility, sustainability, and trust across their customer touchpoints.

To mark the launch, the RJC will host a Members Workshop online on 18th September, providing an exclusive introduction to the campaign and practical guidance on how retailers can activate the materials in their own markets.

“The #LoveResponsibleJewellery and #LoveResponsibleWatches campaign is about trust. We want people to know that when they shop with an RJC member, they are supporting an industry committed to making a positive difference for communities, for the environment, and for future generations.”

John Hall, RJC Interim Executive Director.

The RJC’s retail campaign is the latest step in its mission to promote responsible business practices across the global jewellery and watch supply chains. By equipping retailers with communication resources, the initiative strengthens consumer awareness of the industry’s collective commitment to positive impact.

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ABOUT RESPONSIBLE JEWELLERY COUNCIL

The Responsible Jewellery Council is the leading standards-setting organisation for the global watch and jewellery industry. Its mission is to promote responsible, ethical, social, and environmental practices throughout the jewellery supply chain.