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# Why you should buy Fair Trade jewellery

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American rapper Kanye West made a good start with his 2005 ditty, Diamonds from Sierra Leone. Now, a Sydney student is helping to spread the word on conflict diamonds locally.

#### By Carla Caruso, www.diamondsandwhirls.com

Yolande Kyngdon reminds me of the main character in a chick-lit novel I have just been engrossed in – Tilly Bagshawe's "Flawless".

She's young, stylinh and passionate about ethical jewellery. The 24-year-old University of NSW honours student is completing a their is on the feasibility of setting up a fair rate diamond industry internationally. (Similarly, in Flavless, the main character, Scattlett, is a fine jewellery designer, who also fronts the ethical jewellery organisation, Trade Fair.)

Kyngdon's passion was sparked while working in jewellery stores during her studies. "Working in the industry for six years made me realise how cut-throat the diamond trade is. It's the biggest irony that diamonds represent love and commitment, when there is often so much underlying conflict, violence

and ill treatment that comes with the industry [abroad]. The diamond chain is often referred to as the 'spaghetti chain', because it's so incredibly interwoven and complex. One of the aims of my thesis is to actually shorten the supply chain and make it more transparent and accountable."

The film, Blood Diamond, exposed the realities of condicid aimonds for the first time to many and Kyngdon's says it's a fair portrayal—aside from Learned DoEproly plony South African accent.

"When you read about the realities associated with diamond mining in a lot of countries, what s'epicted in the film is pretry spot-on. Although it's from Hallywood, it really dose represent a reality for a lot of people in the state of the production of people in the state of the production of the product



of rough diamonds from conflict-free sources, though it in itself has been controversy-plagued.)

Diamonda saide, elsewhere in the jewellery arena, several brands are working hard to do the right thing Bellifonts is a Stybey label, which use beads and silver sourced length from Filt Trade industries in Thalland and Africa (town bellifonts com). Dusish brand La Chance, available in Australia, also use Filt Trade materials (town-lachance-dib, Aud, Italian huxur) brand Prigari has crafted a rings to hip raise funds for quality education for children living in conflict effected

For more on Kyngdon's research, check out www.fairtraderesearch.com.





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