



# EVERLEDGER AND BRILLIANT EARTH

## Challenge

As the leading retailer of responsibly sourced jewellery, Brilliant Earth has since 2005 been helping to drive the diamond industry towards a more ethical, accountable future. The company even commits 5% of its profits to directly supporting mining communities, from establishing a school in the Congo to funding human rights monitoring in Zimbabwe. Yet, while the industry as a whole has made progress, issues continue to persist around conflict zone sourcing, worker exploitation and environmental degradation.

## Solution

Brilliant Earth partnered with us to track the lifetime story of its diamonds on the blockchain, and offer them for sale online. Our cutting-edge blockchain solution integrated with Brilliant Earth's supply chain, in collaboration with Dharmanandan Diamonds, to seamlessly and securely track diamond origin. Customers can now see that diamonds are blockchain-enabled via a badge on the website, and get greater insight and assurance around responsible practices.

Information on each diamond includes provenance, rough carat weight, rough diamond videos, and planning images for the cutting process. Additionally, once a customer has purchased a blockchain-enabled diamond, the transfer of ownership is securely recorded in the blockchain.

## Results

Brilliant Earth is the first jeweller to offer blockchain-enabled diamonds at scale. In integrating our solution with their supply chain, Brilliant Earth has boosted customer visibility, and ultimately customer confidence in the ethical sourcing of their diamonds. It's a milestone in defining new standards for transparency and responsibility within the jewellery industry. And it further develops Brilliant Earth's brand appeal to the growing number of customers who are interested in learning more about how and where their diamonds are sourced.

For more information, please visit <https://www.brilliantearth.com/blockchain-diamonds-search/>