

David Yurman is a luxury jeweler prioritizing sustainability

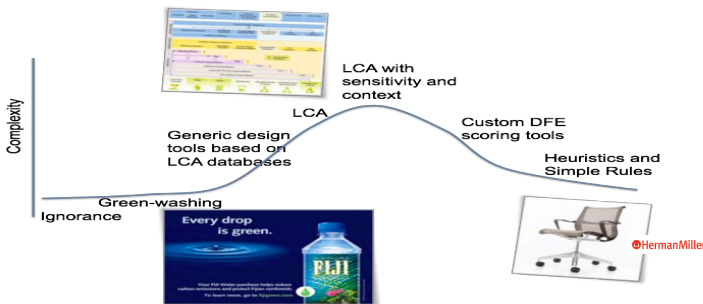


## Company Overview



- Fine jewelry retailer
- Created in 1980
- Headquarters in NYC
- More than 30 boutiques worldwide
- Partnerships with authorized retailers
- Company led by design
- Recognizable design: vivid colors and sculptural shapes

## Path Towards Sustainability



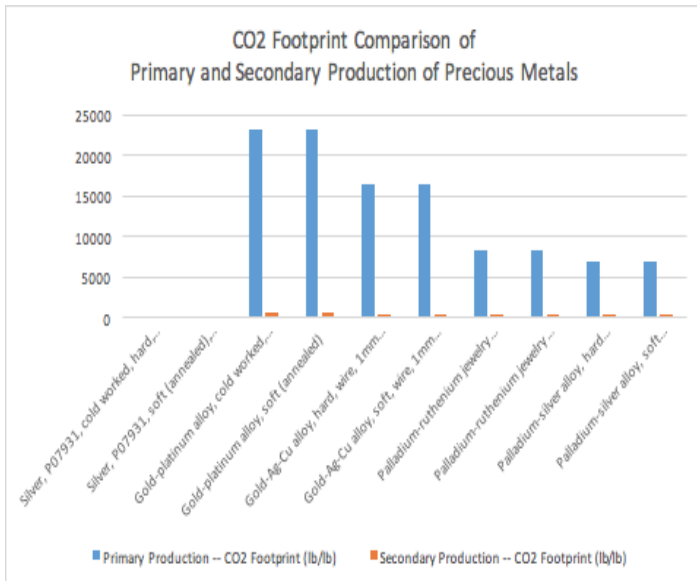
## Concept of Two-Component Jewelry



**Central Element:** Can be made of precious stones, resins and even fused carbon.

**Base Material:** The most popular ones in the jewelry industry are precious metals such as gold, silver and platinum.

## Research On Base Materials In Partnership With The MIT Materials Lab



### Opportunity with recycled metals (secondary production):

- Only 51% of produced gold is recycled and of the total amount of gold produced per year, only 30% of total gold on the market is made of recycled content
- Jewelers can enhance their "sustainability" by not only sourcing from recycled metals suppliers, but by also aiding metal recyclers to recycle a larger capacity of metals through partnerships or philanthropic assistance.

## Idea Generation For Innovative Sustainable Materials

By partnering with an external philanthropic organization, a business can build an offering around the idea of an environmental cause while transforming collected waste into product

