

## New look for the World Jewellery Confederation as CIBJO introduces redesigned logo and website



MILAN, ITALY: DECEMBER 5, 2022 — It is still the longest serving and most representative international association operating in the world’s jewellery and gem industry, but after 30 years the World Jewellery Confederation (CIBJO) is upgrading its outward appearance, adopting a new logo and launching a redesigned website.

In a subtle way, the association’s name has been adjusted as well, with “The World Jewellery Confederation” being emphasized more to describe its industry role and function, although its famous acronym CIBJO (derived from the French “Confédération Internationale de la Bijouterie, Joaillerie, Orfèvrerie des Diamants, Perles et Pierres”) has not been retired.

“While we have been the anchor of the industry for decades, and indeed will be celebrating our centenary in 2026, the changes in the jewellery business over the past several years have greatly expanded our role, relevance and areas of responsibility, raising our profile higher than it ever has been before,” explained World Jewellery Confederation President Gaetano Cavalieri. “Our authority and longevity has always been vested in our broad membership, covering both the world and all industry sectors, but also our ability to evolve with the business. It was thus clear that a visual makeover was necessary, emphasizing what we are today, and where we will be tomorrow.”

The new logo that replaces the iconic CIBJO orb with its three gold rings, is reminiscent of the globe-like symbol that preceded it, but it is more futuristic and also evocative of a faceted

gemstone or a piece of jewelry. Four coloured squares on the left-hand side of the logo pay tribute to United Nations Sustainable Development Goals, to which the World Jewellery Confederation is committed.

The redesigned website, located at [www.cibjo.org](http://www.cibjo.org) is first and foremost functional, providing users easy access to information, as well as to downloadable products and services provided to jewellery industry members, almost all of them free of charge.

The website is divided into five sections, three of which focus on the World Jewellery Confederation's key areas of responsibility, namely the creation of industry standards, ethics and sustainability, and industry education. Each section contains a resource section, facilitating the downloading of relevant products and services. The fourth section focuses on the World Jewellery Confederation and membership, and the fifth section covers news and media.

"We have always been a proponent of transparency in the jewellery industry, believing it to be a requirement for maintaining the integrity of product, supply chain and members," said Dr. Cavaliere. "The same is true for industry associations, not least of all the World Jewellery Confederation. That is what we have set out to achieve with our upgraded website."

**FOR IMMEDIATE RELEASE**

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**The World Jewellery Confederation (CIBJO)** is the international jewellery confederation of national trade organisations. CIBJO's purpose is to encourage harmonisation, promote international cooperation in the jewellery industry and to consider issues which concern the trade worldwide. CIBJO's chief mission is to protect consumer confidence in the industry. The World Jewellery Confederation is the sole jewellery industry organisation to have Special Consultative Status with the United Nation's Economic & Social Council (ECOSOC) and is a member of the UN Global Compact.