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HERE COME THE BRIDES, ALL DRESSED IN...GREEN

Ivanka Trump on her sustainable wedding collection and wanting to make the world a better place for her baby daughter

BY SUZANNE WEINSTOCK

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There's nothing a bride-to-be is more proud of than her beautiful new engagement ring. But wouldn't it be just a little more special if you knew it was sustainable? Ivanka Trump is now giving women that option, and she guarantees that no luxury has been lost in the line's greening—the spectacular engagement rings go up to a whopping eight carats of diamonds.

Above: How did the idea for a green wedding collection come about?

Ivanka Trump: With this young luxury brand, I believe we have the opportunity and the responsibility to look into the multitude of ways we can build ourselves into a truly socially engaged and responsible company. The process began with my role as a founding partner of the United Nations Foundation Girl Up campaign. I began actively researching the sustainable diamond market a year ago, and my team spoke to several sources. The team at Waldman Diamond Company educated us about adding another layer of social engagement by utilizing only sustainable Canadian stones. We felt it was one more thing we could do to be a socially responsible company, and we are incredibly proud to share this option with our clients. To complement the sustainable diamonds, recycled gold and platinum have also been incorporated into the collection to make it "truly green."

Above: Tell us about the sustainability of the diamonds and the makeup of the metals.

Ivanka Trump: The collection is created with recycled platinum and gold from Hoover & Strong combined with diamonds from Waldman Diamond Company and Polar Gem. The sustainable diamonds are mined from the Diavik and Ekati mines in Canada's Northwest Territories. BHP Billiton's Ekati Diamond Mine is Canada's first surface and underground diamond mine, which officially began operations in October 1998. All diamonds mined and supplied from Diavik and Ekati to Ivanka Trump Fine Jewelry are certified to be Green Canadian diamonds by the Canadian Diamond Code of Conduct. This is a guarantee that the diamonds are an ethical, conflict-free product and mined by an environmentally responsible company. The Diavik mine is also certified by the International Organization for Standardization to be ISO 14001-compliant.

Above: What did you find most challenging about making the line sustainable?

Ivanka Trump: The most challenging part of putting together a sustainable bridal bar was overcoming consumer misconceptions about environmentally conscious metals and stones. The diamonds from Waldman Diamond Company and Polar Gem are of unparalleled quality and are not any more expensive than other stones.

Above: What are your ambitions in term of sustainability with the rest of your jewelry line?

Ivanka Trump: We are studying the process and the steps necessary to incorporate sustainability into my entire collection. My belief is that every step an individual or a company can take toward being more environmentally conscious is another step in the right direction. My goal is to eventually progress toward 100 percent sustainability.

Above: Who are your favorite eco-fashion designers?

Ivanka Trump: I love the collection of bags from my friend Lauren Bush's Feed Project. Environmentally conscious, versatile and chic!

Above: Are there any environmental issues that you feel very passionate about?

Ivanka Trump: Social responsibility is a core value of the Ivanka Trump Fine Jewelry brand. It has been an integral factor of what has fueled growth since the collection launch in 2007. I will not only make this an important part of the business model but am always open to ideas and possibilities of other areas where we can strive to be more sustainable.

Above: Did your pregnancy influence your personal environmentalism?

Ivanka Trump: During my pregnancy I became much more conscious of the beauty products I was using and began using more all-natural and organic products, such as Tammy Fender. I am overjoyed to become a mother and feel that is important now more than ever that I do my personal part in trying to conserve and better the global community, which my daughter will grow up in.

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