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Small's Ethical Jewels

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PIPPA SMALL has collaborated with URTH, a new eco-luxe lifestyle brand to design its first ethical jewellery collection. Inspired by nature, the 18-piece range has been mined and made in the Bolivian Andes, hand-hewn by local goldsmiths using traditional techniques.


"As the ultimate luxury item, jewellery is something that we wear for many reasons: personal, emotional or as a status symbol. It should not be something that carries the weight of destruction or suffering," says Small.

The brainchild of LA-based social entrepreneur James Scott and former features editor for *Harper's Bazaar*, Sharon Walker, URTH is owned and operated by URTH Solution, an ethical company that works with disadvantaged communities to tackle social, environmental and humanitarian issues.

"To be able to wear pieces knowing that they are enhancing the lives and economies of those who need it the most is a wonderful feeling," adds Small.

The collection will be available from April. Visit www.urthjewellery.com for further information. (March 17 2008, AM)

Jessica Bumpus


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URTH jewellery designed by Pippa Small.
Photograph by Jamie Katz

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