

How Recycling Diamonds can help save the planet



Chris says people should think of unused fine jewelry similarly to un-recycled plastic bottles. Jewelry recycling has an environmental benefit, in the same way that recycled plastic is better than plastic bottles stock piled in landfills.

<http://www.circajewels.com>

In addition to the well publicized human rights violations routinely employed to mine diamonds, there is the environmental impact. These issues are along the lines of what can be expected from open pit mining, including ground water pollution, waste disposal, and leaching.

So what to do about? I recently had the chance to talk to someone with ideas about that. That someone being Chris Del Gatto. His solution? Diamond recycling.

CIRCA was founded as global buyer of diamonds and fine jewelry, and since its start in 2001 has become the leader in it's field by creating a unique, luxury experience. Chris informed me that most of his clients don't sell their jewelry or collections because they need the money; often it is simply to get rid of unused pieces or inherited jewelry that is not wanted.

The company brand is defined in part by their attention to creating a luxury experience for their clients. A small innovation with a huge impact. CIRCA's impressive collection of extraordinary was exhibited at Mercedes Fashion Week 2011.

It was just after the frenzy was starting to settle that I got the chance to talk with Chris Del Gatto, founder of CIRCA. He has led company growth from a single New York office to locations in Palm Beach, San Francisco, Chicago, and Washington DC, in addition to their international offices in Barcelona and Hong Kong. It comes as no surprise that they won't be stopping there. Where some saw problems, CIRCA is pioneering solutions with staying power.

Chris saw a gap in the jewelry buying experience, and an opportunity to reduce the need for more mining to meet market demand for diamonds and fine jewelry. For him this was a no brainer—the business of doing good came naturally.

Most likely that is what fuels his support for social responsibility as a way of life by giving back through support for charitable causes and the way he grows his business.

