

Home > Daily News > SMALL'S ETHICAL JEWELS

<< Previous Story

Designer Focus: Marni

Next Story >>

Olivia's Announcement

## Small's Ethical Jewels

17 March 2008, 08:02AM

**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](http://www.urthjewellery.com) for further information. (March 17 2008, AM)

Jessica Bumpus


 ShareThis

What do you think? Share or view your comments here (0)

SEND US YOUR COMMENTS



URTH jewellery designed by Pippa Small.  
Photograph by Jamie Katz

Sign Up for Daily News 

SUBMIT

VOGUE.COM LOVES

**Simone Shailes**

The designer's stunning knits land in Topshop today



THIS DAY IN HISTORY

**November 24**

