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T4T Tech Partners

BRILLIANT EARTH

Technology for Transparency Report
3rd Edition
December 2024

BRILLIANT EARTH®

Company Information:

Brilliant Earth

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San Francisco, CA 94108
USA

Contact Person:

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Industry Category

- Jewellery

Website:

www.brilliantearth.com

Company Description:

At Brilliant Earth, we transform precious materials into fine jewelry that celebrates your unique story. As a global leader in responsible sourcing, design, and craftsmanship, we blend artistic vision with meticulous attention to detail.

Number of employees: 501-1000

Company's tagline:

Delight in the details



MISSION

Our Mission to cultivate a more transparent, sustainable, compassionate, and inclusive jewelry industry has been at the core of everything we do from day one.



PURPOSE

At Brilliant Earth, jewelry is self-expression in its truest form — a way to wear confidence, creativity, and unforgettable memories. We know that jewelry is a joyful reflection of who we are, capturing our personal style and symbolizing the moments that matter most.

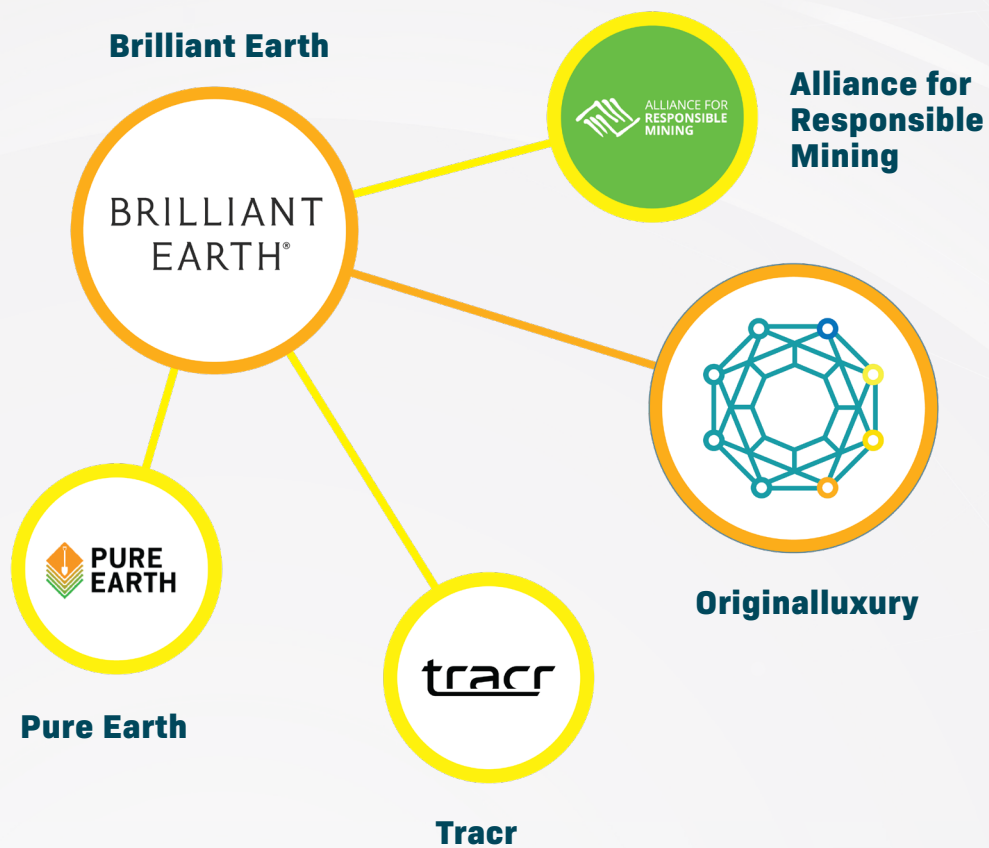


VISION

For 20 years, we've been changing the game and raising the bar. From our pioneering diamond standards to our unmatched transparency, we're redefining what it means to design and craft jewelry that makes a real difference. Join us on our mission to transform the jewelry industry for good.

Legend:

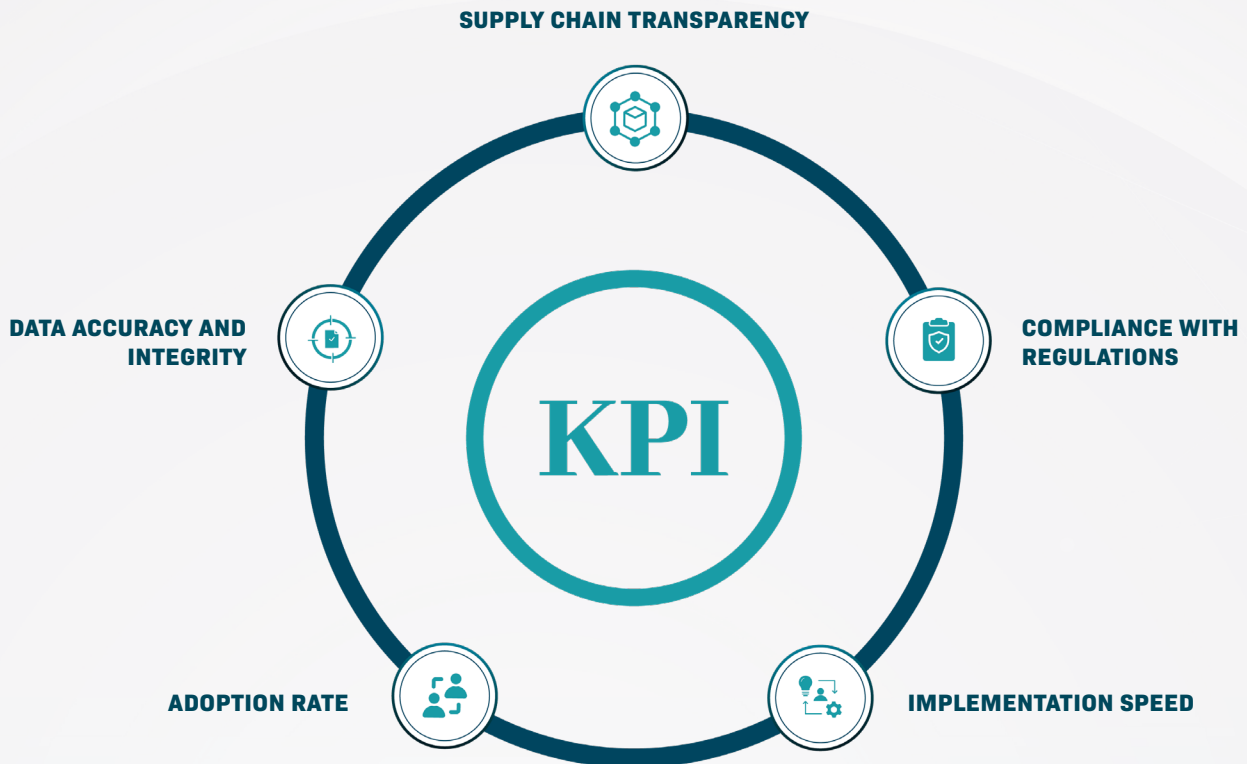
- Core Organization
- Partnerships
- Clients



Technology Used:



KPIs used to measure the effectiveness of our solution.



Number of items tracked through traceability solutions:

- From blockchain-verified to our Beyond Conflict Free® natural diamonds, we've been leaders in ethical sourcing and diamond traceability from the very beginning. In 2019, we became one of the first jewelers to sell blockchain-verified natural diamonds at scale. And in 2023, we expanded our blockchain-verified natural diamond assortment.

<https://www.brilliantearth.com/about/mission/transparency/natural-diamonds/>



Amount of financial support provided to communities

- In 2021, we started the Brilliant Earth Foundation to expand our positive impact. Since then, we've donated \$2 million to causes and communities we care about.

<https://www.brilliantearth.com/about/mission/compassion/be-foundation/>



Number of community projects funded

- In 2024, the main long term grants through the Brilliant Earth Foundation went to 4 organizations: : Pact-Moyo Gems, Pure Earth, Alliance for Responsible Mining, and Gem Legacy.

Client Testimonials:

<https://www.pureearth.org/field-visit-to-the-first-fairmined-certified-gold-mining-association-in-madre-de-dios-peru/>

Success Stories :

Reuters 2024 Sustainability Trailblazer Award

"It is an honor to accept the Reuters 2024 Sustainability Trailblazer Award. The spirit of planet-first innovation has been our focus at Brilliant Earth since the beginning — and this award is a testament to the extraordinary Brilliant Earth team and their relentless dedication to our mission.

From my earliest days building our company, my passion has been to inspire change. This extends to every facet of our business: how we source, craft, and present our beautiful jewelry to our customers — and recognize its impact on our communities."

- Beth Gerstein

<https://events.reutersevents.com/sustainable-business/sustainability-awards/winners>

https://www.linkedin.com/posts/beth-gerstein-5921982_sustawards-activity-7250558190667382784-nY4?utm_source=share&utm_medium=member_desktop&rcm=ACoAAARd2YcBdQXH5E0V6MYMTCfnDLJLWsczOa8

Allison Charalambous, Force of Nature Award:

Held on International Women's Day, Pure Earth's Force of Nature awards recognize the strength and achievements of honorees as well as countless women the world over working every day to solve pollution, protect their families and communities, and advocate on behalf of the most vulnerable.

<https://www.pureearth.org/event/international-womens-day-force-of-nature-celebration/>

Certifications and recognitions :

Great Place to Work April 2024 - April 2025

Brilliant Earth is proud to be Certified™ as a Great Place To Work®! Great Place To Work® is the global authority on workplace culture, employee experience, and the leadership behaviors proven to deliver employee retention and increased innovation. Through this achievement, Brilliant Earth continues to amplify our focus on building diverse, inclusive, high performing teams and showcasing our outstanding culture.

https://www.linkedin.com/posts/brilliantearth_brilliant-earth-is-proud-to-be-certified-activity-7191472509047693312-9hpa?utm_source=share&utm_medium=member_desktop&rcm=ACoAAARd2YcBdQXH5E0V6MYMTCfnDLJLWsczOa8

<https://www.greatplacetowork.com/certified-company/7013379#:~:text=The%20employee%20experience%20below%20at,a%20typical%20U.S.%20based%20company.&text=Source%3A%20Great%20Place%20To%20Work%C2%AE%202021%20Global%20Employee%20Engagement%20Study>

2025 Built In Best Place to Work

Built In's Best Place to Work award recognizes companies that offer top-tier compensation, benefits, and overall culture for their employees. Brilliant Earth is proud to be a 5-time winner of Built In's Best Places to Work®, having won this award every year since 2021.

<https://builtin.com/company/brilliant-earth>

Partnerships:

The Jane Goodall Collection:

The launch of Brilliant Earth's exclusive, limited edition Jane Goodall Collection is an important milestone in the company's 20-year journey, encapsulating the company's unwavering commitment to diamond innovation, expert artistry, and planet-first practices.

The Jane Goodall Collection is crafted with Brilliant Earth's industry-leading ethically and sustainably sourced materials, including Capture Collection lab diamonds, which are made in clean energy facilities with CO2 before it is released into the atmosphere, and repurposed gold sourced from responsible refiners.

<https://www.brilliantearth.com/jewelry/collections/jane-goodall/>

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<https://www.globenewswire.com/news-release/2024/09/26/2953877/0/en/Brilliant-Earth-Unveils-Rethink-Everything-You-Know-About-Diamonds-Campaign-and-Introduces-The-Jane-Goodall-Collection.html>