

promotion

ETHICALLY ADMIRER

The rise of eco-friendly jewellery proves we are thinking differently about the way we purchase our pearl adornments.

PEARLS ARE ONE of the oldest known gems on the planet and are the foundation of every woman's jewellery collection. The oyster's biography, pearls are known as "the queen of gems" and "the gem of queens". Their timeless allure makes an instant statement and allows you to express your individuality in a natural way.

Intimately linked to human history, pearls possess a connection to nature that often goes unrecognised by today's wearers.

All pearls are eco-friendly. Many are naturally formed when an irritant occurs in a wild oyster or mussel; cultured pearls are grown on pearl farms.

There are many different shapes, sizes and varieties of pearls. Pearl farming is incredibly eco-friendly; there is no adverse environmental impact and a farm of anywhere between 100,000 to

150,000 shells can create an environment that acts as a natural water filter, with the oysters feeding on the nutrients present in the water.

Mark Seddon, owner and director of Brisbane's Girls Love Pearls, believes he has seen a rise in eco-friendly and ethically-sourced jewellery products in recent years.

"People are now being more conscious of not buying anything associated with a conflict in another country that can fund regimes and cartels involved with non-humanitarian activities," he says.

Mark also makes this conscious decision when sourcing pearls for his pieces. He chooses to only deal with reputable sources, communicating with

the owners of the farms themselves, or wholesalers that follow stringent supply chain rules as set down by international gemstone associations.

Located in the iconic Brisbane Arcade, Girls Love Pearls offers a spectacular array of exquisite pearl jewellery. Custom creation and design services are available if the item of your dreams does not exist. Mark will combine your vision with contemporary innovation to create a stunning signature piece of unsurpassed quality and enduring glamour.

GIRLS LOVE PEARLS
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Australian South Sea pearls are grown in these cages; the process can take up to two years!