

**The PURE collection by Ute Decker  
in the world's first Fairtrade and Fairmined Ecological gold**



Ute Decker is one the world's first jewellers to have launched a collection in Fairtrade and Fairmined gold this February.

**The PURE collection**

Her PURE collection reflects in its minimalist, clean and pure lines the purity of the gold's provenance.

The Fairtrade and Fairmined Ecological gold in which award-winning jeweller Ute Decker handcrafts her minimalist collection is alluvial gold mined by artisanal miners without the use of chemicals.

The gold for PURE is sourced from the Corporación Oro Verde, a collective of community, sustainability and environmental groups from the Choco bioregion of Colombia.

Oro Verde has pioneered an environmentally sustainable, socially responsible form of artisanal mining that seeks to preserve the unique and vital virgin rainforest ecosystems while providing a fair, regular source of income to miners, their families and their communities.

The PURE collection in Fairtrade and Fairmined Ecological gold features the Fairtrade and Fairmined "dual stamp" next to the traditional hallmarking on the jewellery piece to guarantee the gold's provenance.

**ONLY ITEMS  
BEARING  
THIS STAMP**



contain Ecological gold  
certified to Fairtrade and  
Fairmined standards

[www.fairgold.org](http://www.fairgold.org)

ute decker  
ethical | sculptural |

jewellery - objets d'art  
architectural

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A Fairtrade premium on the cost of gold from Ute Decker's PURE collection will directly benefit the small artisanal mining community of Oro Verde.

Through their purchase discerning jewellery lovers support Oro Verde in protecting more than 4,500 hectares of tropical rainforest in the Choco Bioregion of Columbia.

"I would like the beauty of my pieces not only to be on the outside but to be an integral part; from the mindful choice of the materials' provenance through to the careful hand-crafting of each individual piece in my studio. Gold from Oro Verde and what this artisanal mining co-op stands for represents this inner beauty and is the perfect choice for my PURE collection".

Ute Decker has been invited to exhibit her PURE collection at London Jewellery Week, the prestigious Goldsmiths' Fair in October and Sieraad, the International Jewellery Art Fair in Amsterdam this November.



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## Forthcoming Fairs

**Goldsmiths' Fair, London**  
4 – 9 October 2011  
[www.thegoldsmiths.co.uk](http://www.thegoldsmiths.co.uk)

**Sieraad, Amsterdam**  
International Jewellery Art Fair  
3 – 6 November 2011  
[www.sieraadartfair.com](http://www.sieraadartfair.com)

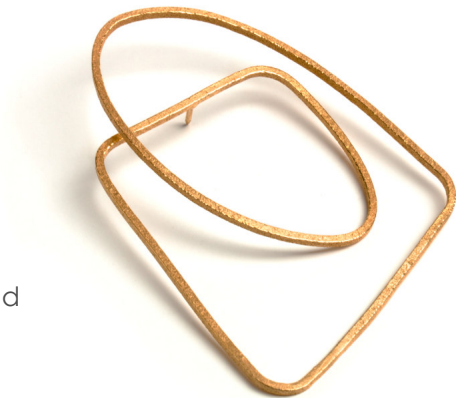
**Stockist and further exhibitions**  
please see [utedecker.com](http://utedecker.com)

## Further Information

**Ute Decker:** [www.utedecker.com](http://www.utedecker.com)  
**Oro Verde:** [www.greengold-oroverde.org](http://www.greengold-oroverde.org)  
**Fairtrade and Fairmined gold:** [fairtrade.org.uk/gold](http://fairtrade.org.uk/gold)

## Contact

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## What others say

"Future Star: Ute Decker - her passion and designs are truly inspiring, alongside her commitment to using recycled silver and ethical materials - amazing wearable statement pieces"

*The Jeweller magazine*

Ute Decker - "Trendsetter" and one of  
"Britain's most inspirational designers of the year"

*Hot 100 Awards 2010*

"the architectural jeweller"

*Financial Times*

Editor's Choice Award

*London Jewellery Week 2010*

"fairtrade in combination with outstanding design"

*Art Aurea magazine*

"Ute's jewellery pieces are works of art to be worn as well as collected"

*Geo magazine*

"I find your consequent approach commendable. Conceptually, through your clear commitment to a sustainable use of our resources and formally in the design of your jewellery.

This provokes debate and dialogue. A virtue which is in decline."

*Art Aurea magazine*

"I have had an amazing response to your work - our clients loved the boldness of it. We have had a lot of interest in your linear pieces - we could have sold your articulated necklace twice!"

*Lynn Park, Director Applied Arts Exhibitions Programme, Roger Billcliffe Gallery*

"For the aesthetes, there was fabulous sculptural jewellery by Ute Decker, with her rings being the statement pieces..."

*International Life magazine*

"for cuffs that would look as good on a plinth as the wrist..."

*Professional Jeweller magazine (Shaun Lean guest editor edition)*

"You first fall in love with Ute's jewellery because of the beauty, boldness, and uniqueness of it's appearance, and then you learn about it's inner beauty and ethical make-up and fall in love all over again."

*Jane Bartlett, private collector*

