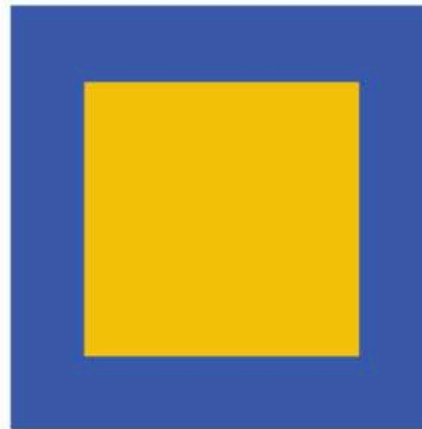


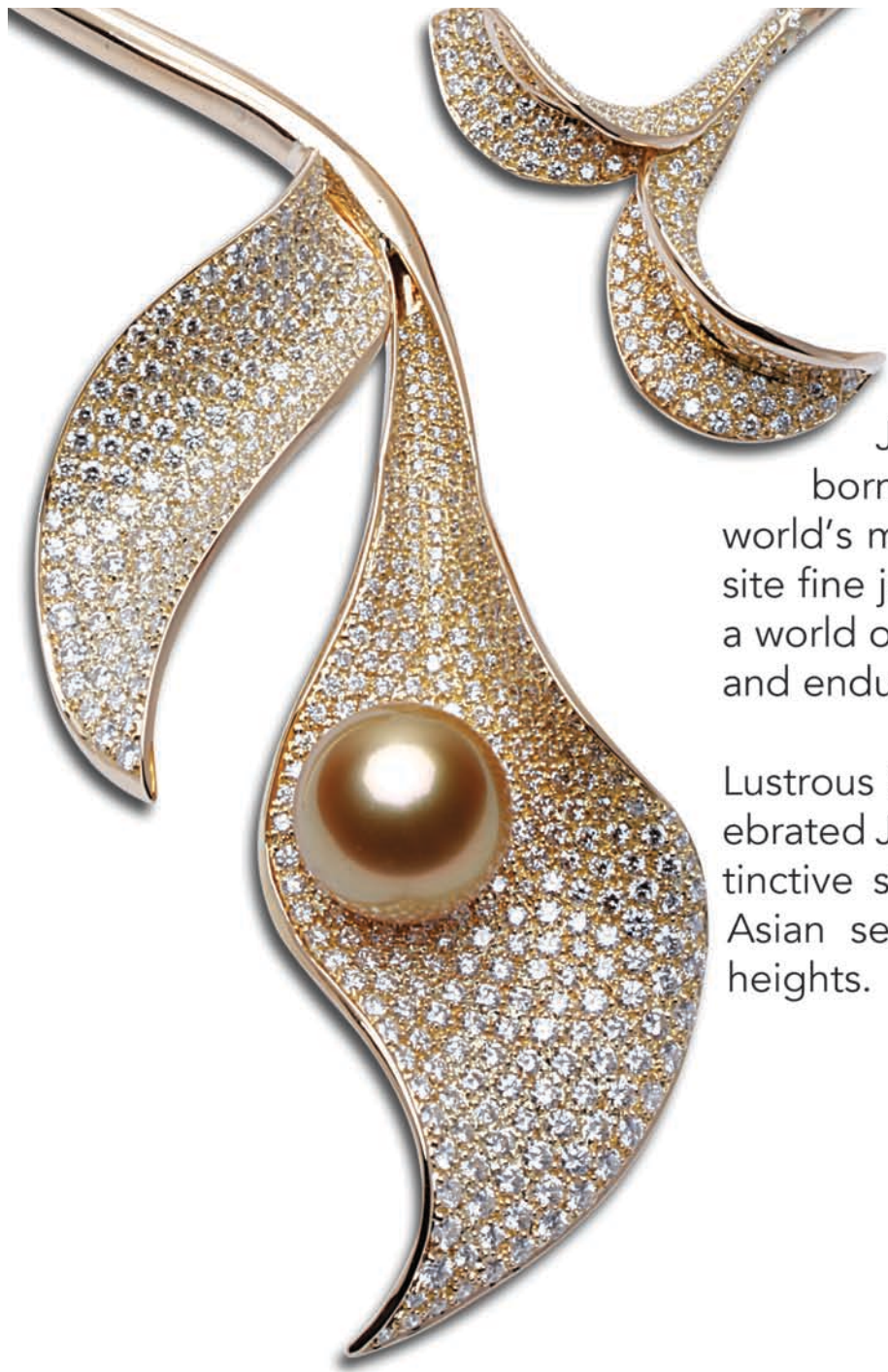
# Jewelmer



Jacques Christophe Branellec

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*Jewelmer*  
JOAILLERIE®

Jewelmer is an international luxury brand that was born out of absolute perfection – the perfection of the world's most lustrous cultured South Sea pearls and exquisite fine jewelry. The brand has grown globally to represent a world of rarity, exclusivity, and enduring elegance.

Lustrous South Sea pearls are the centerpieces of the celebrated Jewelmer Joaillerie brand, which showcases the distinctive style and creative harmony of French design and Asian sensibilities, bringing fine jewelry to brilliant new heights.



# What is Pearl Farming?

- The top 3 most prominent pearl farms in the world are Paspaley, Robert Wan, and Jewellmer
- Man working in symbiosis with nature to create the world's only living gem
- A quest for perfection rarely achieved
- An unwavering faith in the creation of a beautiful organic gem



# Modern Pearl Farming

- 3 factors Human, Environment, Shell
- 323 steps
- T.L.C. Philosophy
- Perfect Pearl Philosophy





# The Hatchery

- Supplies the farm with healthy baby oysters
- 20 years of R&D
- Move from an extractive to a non-extractive model
- Supplies the best oysters for our pearl production.
- Found the ideal food for oysters
- Genetics= Color
- Less than 1% in the wild
- .01% survival





# Ideal Location for a Pearl Farm



Favorable sea conditions, Fresh water available,  
Protected from typhoons (or at least we thought so)



By protecting the natural habitat of oysters, pearl farms also become the breeding grounds of a diverse group of marine life.





# Harvest

- Timing
- Patience/Learnings
- Only 30% or less will be Dark Champagne to Gold
- Rejects/No Pearls
- Gems
- 5 years



# Direct Impacts

- Artificial reef effect (bio-generator)
- Increase of food for the whole chain
- Protection of corals
- Protection of forests



# Immediate Threats

- Acidification
- Temperature
- Weather
- Rising Sea Levels
- Deforestation
- Pollution



# Specific Sustainable Activities

- Marine protected zones
- Solar energy
- Alternative livelihood projects (organic vegetable and chicken farming, seaweed farming, bee farming, sea cucumber rearing, cashew processing, tree planting, etc.)
- Education
- Medical
- Coast Guard

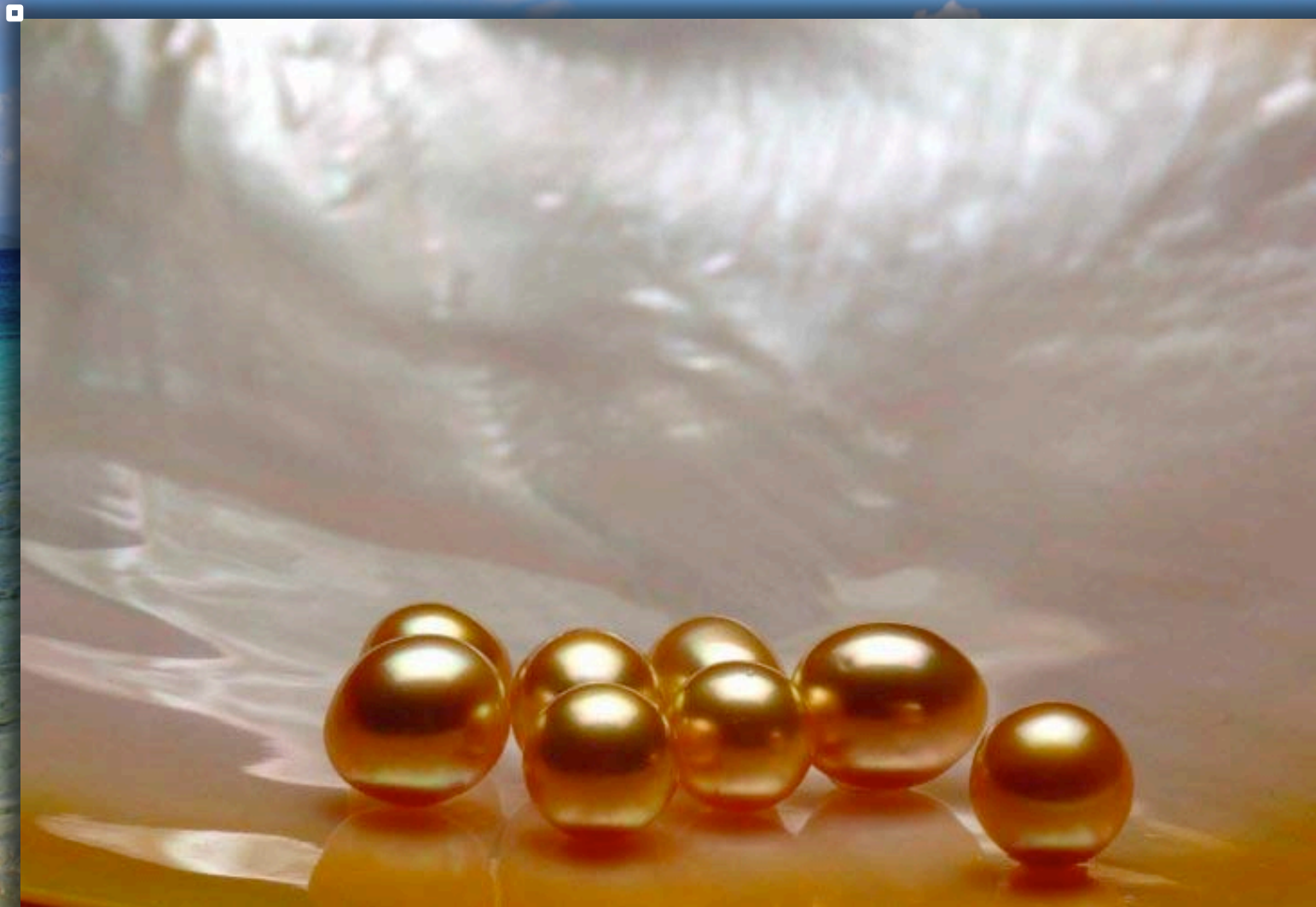


# Strategy

- Targeted approach by family
- Raising awareness through pearls
- All projects are funded by the sale of Philippines south sea pearls



# The Golden Pearl is Born



A wide-angle photograph of a tropical beach. The foreground shows shallow, clear turquoise water with visible sand and coral reefs. The water transitions to a deeper blue as it stretches towards the horizon. In the distance, there are green, hilly islands under a bright blue sky with scattered white clouds. The overall scene is serene and idyllic.

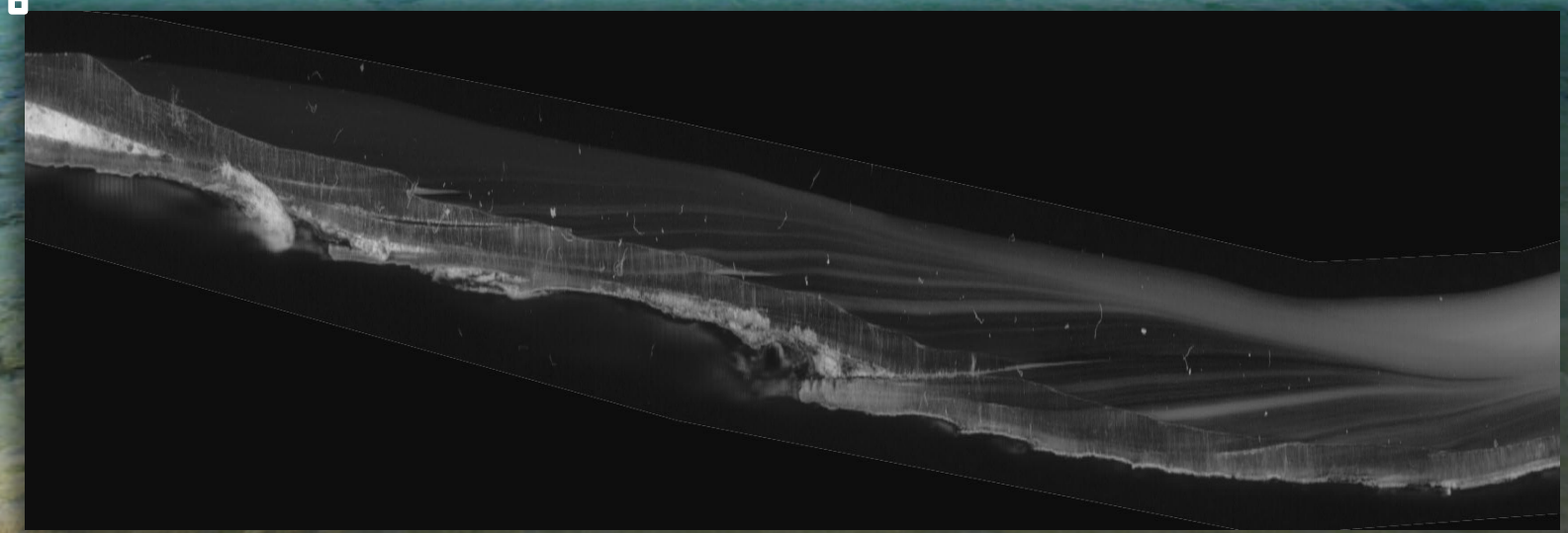
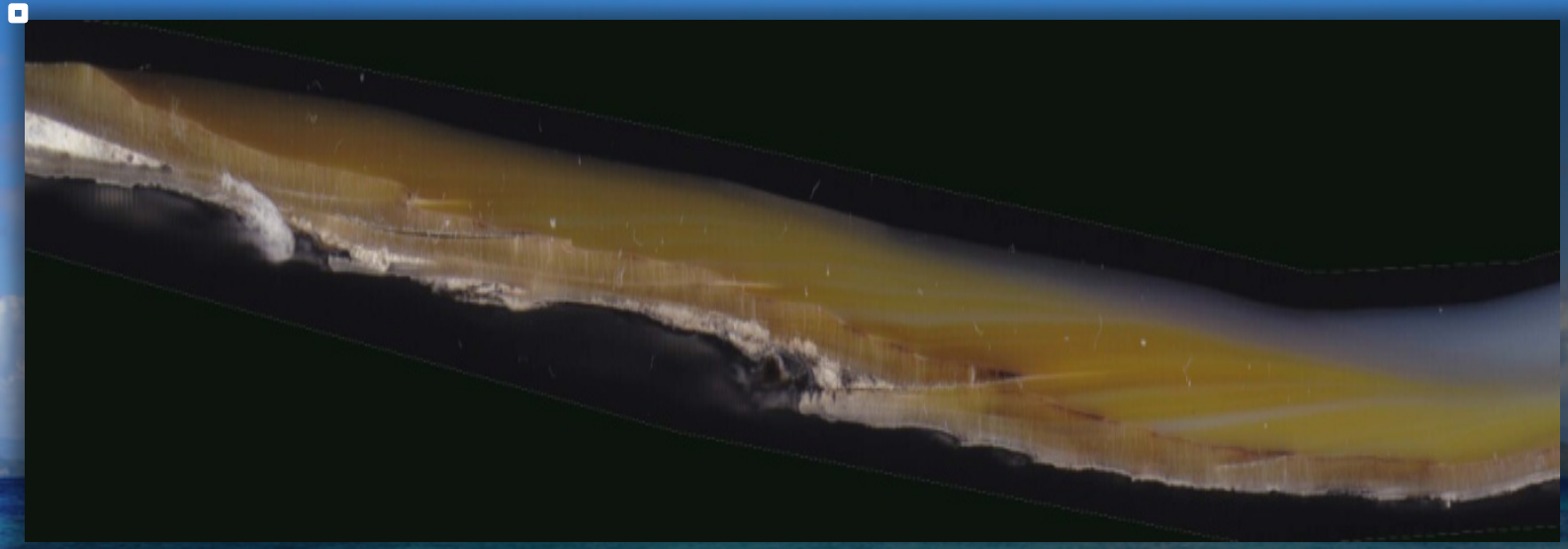
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Time Capsule / Indicator of the health of the environment

A vibrant tropical beach scene. The foreground shows shallow, clear turquoise water with visible sand and coral reefs. The water transitions to a deeper blue further out. The sky is a bright blue with scattered white clouds. In the distance, there are green mountains and a small island. The text "People Planet Pearls" is overlaid in the center in a white, sans-serif font.

# People Planet Pearls





South Sea Pearl  
*Pinctada Maxima*

SANLIBONG





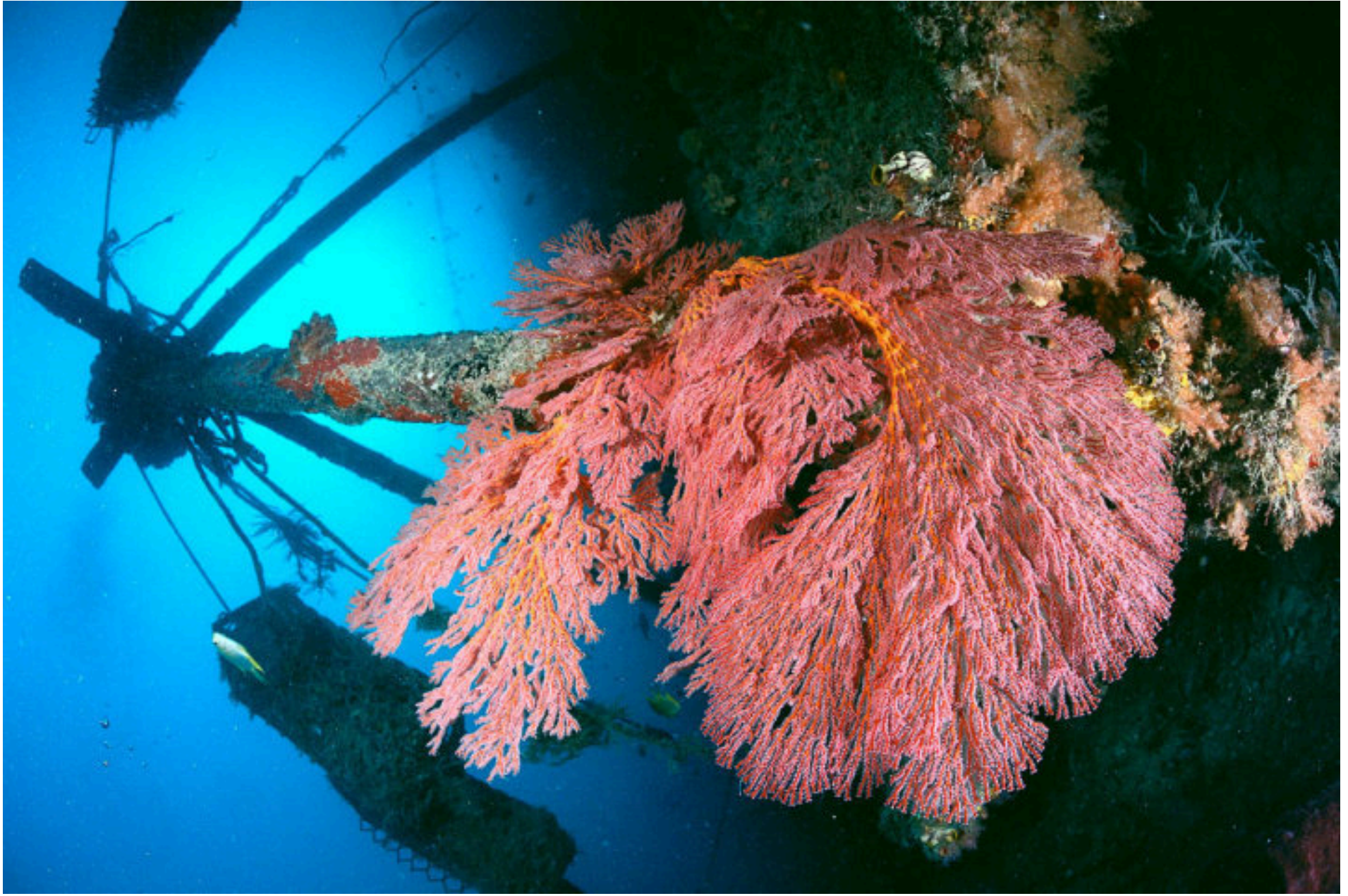




























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THANK YOU!!!

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