



MORE THAN 100 COLLECTIONS WERE LAUNCHED WITHIN A YEAR TO SUPPORT THE TRANSFORMATION IN GOLD MINING COMMUNITIES

The Fairmined 100 Challenge, on its first edition, came to an end on August 31st. It invited brands and designers to launch 100 collections made of Fairmined gold, silver, or gold plating from September 2021 to August 2022. The challenge was created by the Alliance for Responsible Mining, a globally recognized NGO driving change in the artisanal and small-scale mining communities, to encourage the use of Fairmined certified metals and honor the commitment of the Fairmined initiative members.

The Fairmined 100 Challenge topped all expectations with 127 collections presented by 97 brands. For 47 of these brands, it was their first collection ever made of Fairmined metals.

“This commemoration of creativity and commitment to supporting the positive transformation of the artisanal and small-scale mining communities brought together Fairmined licensed brands, authorized suppliers, certified mining organizations, retailers, promoters, and allies to achieve and exceed the initial goal to launch 100 collections.”
Laura Galvis, Market Development Specialist at the Alliance for Responsible Mining.

The collections display the craft, prime quality of the certified metals, imagination, and innovation of brands from all backgrounds and sizes. On September 16, the collections will be presented together for the first time, sharing the spotlight in the **Fairmined 100 Challenge digital catalog**.

The catalog will also allow brands and designers to share their creations with the world and have the chance to have theirs chosen as the “Public’s favorite”. From September 16 to October 7, joint audiences from the brands, allies, and The Alliance for Responsible Mining, will be selecting their favorite collections from the Fairmined 100 Challenge.

In addition, an exclusive all-female panel of **Judges** will be selecting the best collections among seven **categories**. And finally, on October 11th, the names of the winners of these categories and of the public’s favorite votation will be unveiled during a **webinar** hosted by the Alliance for Responsible Mining.

Check out here the [list](#) of 127 participating collections.

For more information write to:
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