

For Immediate Release

Reflective Jewelry Imports First Market Viable, Artisanal, Conflict-Free Clean Gold from the Congo



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Santa Fe, NM Sept 24, 2024: Reflective Jewelry announces the fabrication of the first wedding rings made from market viable, ethically sourced, and mercury free artisanal gold from the Democratic Republic of Congo.

“We are proud to be the first jewelers to create wedding rings from this Congo social justice gold,” said Kyle Abraham Bi, owner and CEO of Reflective Jewelry. “This project represents a long-awaited breakthrough with the potential to create meaningful change in our industry.”

Since 2020, Reflective Jewelry, a pioneering North American ethical jewelry company, worked as a consultant and liaison between North American jewelers and Society Artisanal, through the 12-million dollar USAID-funded program Zahabu Safi (“Clean Gold.”)



The first-ever pair of wedding bands created from this traceable Congolese gold, handmade by Reflective Jewelry in 24K.

Bi, a member of the Black in Jewelry Coalition and the recipient of the first BIJC x GIA Distance Education Scholarship, has been involved with ethical gold issues since 2017, during his student days at Brown University. In the fall of 2021 he travelled to the Congo with the support of Global Communities, visiting several remote small-scale mining sites in conflict areas, where he represented North American jewelers to Congolese miners and government officials. He consulted extensively with project organizers, acting as a liaison with and advisor to the board of Ethical Metalsmiths and the broader jewelry trade. He published a feature article, *Flexibilité: Clean Gold from the Heart of Darkness?*, in Jewellery Business magazine, documenting his insights.



A photo taken by Bi during his 2021 visit to several Congolese small-scale gold mines.

“What’s particularly exemplary about Society Artisanal is that their project allows miners to reap the benefit of their minerals, is entirely scalable, mercury-free, and traceable to source through blockchain technology,” said Bi.

Reflective Jewelry, the only certified Fairtrade Gold jeweler in the entire USA, shares a common goal with Society Artisanal: sustainable economic opportunities for local communities and responsible mining practices. Society Artisanal continues to promote responsible sourcing in the region and looks forward to expanding this initiative and building on this success to bring positive changes to the Democratic Republic of Congo.

Reflective Jewelry pioneered Fairtrade Gold, first importing in 2011 and becoming the first and only certified Fairtrade Gold jeweler in the US in 2015. According to Bi, the movement, which has benefitted fewer than ten thousand small-scale miners out of approximately twenty million, has been bogged down by supply chain issues, costing, scalability, and heavy markups by refiners acting as middle agents to the trade.

“We hope to see this project connect those purchasing a wedding ring with small-scale gold miners in the Congo,” added Bi. “This type of relationship grounds a new kind of supply chain — a break from the historical exploitation which has turned many resources in the mineral-rich Congo into a curse.



Bi, pictured holding a 50g ingot — the first-ever export by Society Artisanal, which represents the birth of a new supply chain.

About Kyle Abraham Bi

Kyle Abraham Bi is Owner and CEO of Reflective Jewelry, established in 1995. In 2023 he purchased the company, where he had worked for 7 years, from founders Marc Choyt and Helen Chantler. Bi was a signatory of 2020's BIPOC Open Letter to the jewelry industry, has appeared as a featured speaker at the Chicago Responsible Jewelry Conference, and has been a regular feature writer for Jewellery Business Magazine. He serves on both Ethical Metalsmiths' Advisory Council and Action Coalition, and is an Editor and Author for their blog The Source. In addition to holding a BA from Brown University in Contemplative Studies, he is a GIA Graduate Gemologist.

About Reflective Jewelry

Reflective Jewelry was founded in 1995, and was an early pioneer and leader in ethically-sourced jewelry. Since April 2015, the company has been the only certified Fairtrade Gold jeweler in the US. The company has a brick-and-mortar store in Santa Fe, NM; as well as an ecommerce site, ReflectiveJewelry.com, where they offer [jewelry](#), [wedding rings](#), and [engagement rings](#). The company has also sold their product to premium companies and catalogs, and hundreds of stores nationwide. Reflective Jewelry has won several awards over its many years, including Green Business of the Year from the City of Santa Fe in 2019; Sustainable Santa Fe in 2014, a recognition for Green Business Leadership from NM Green Chamber of Commerce in 2012, and a Jewelers That Care honor in 2010.

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