

Long Jewelers

Long Jewelers Attends the Eighth Annual Forevermark Forum in Palm Springs

The theme of this year's convention was "Now, Forever," bringing to light the efforts that the diamond company is putting towards a sustainable and responsible future for the industry.

VIRGINIA BEACH, Virginia, April 15, 2019 (Newswire.com) -

Every year, [Forevermark](#) holds a conference with its manufacturer, retailer, and diamond supplier partners to discuss the latest events and opportunities for growth in the diamond industry. This year from March 25 to 27, the eighth annual Forevermark Forum brought together over 400 organizations in Palm Springs, including Virginia-based retailer Long Jewelers.



During those three days Jon Walp, the general manager at Long Jewelers, spent time networking with other Forevermark partners and taking in the wealth of information that the De Beers company shared during the event.

Most notable for Walp were the seminars that Forevermark presented on responsible sourcing, a key part of the forum and one of the company's brand cornerstones.

A seminar by Kester Vickery, the co-founder of Conservation Solutions, showcased the Moving Giants elephant relocation project funded by the De Beers Group. By moving 200 elephants more than 1,000 miles from the Venetia Limpopo Nature Reserve in South Africa to Mozambique, the campaign hopes to protect the nature reserve's ecosystem and revitalize the Mozambique elephant population.

Another discussion, led by speaker Dinal Limbachia, concentrated on an initiative to promote the advancement of women in the diamond industry and internationally.

"Building Forever: Standing with Women and Girls" focused on the importance of the United Nations' HeForShe movement. As the head of the IMPACT 10X10X10 program, Limbachia aims to get 10 heads of state, 10 international CEOs, and 10 university presidents to help drive gender equality in their own institutions and beyond. During the conference, Walp and other Forevermark partners pledged their commitment to gender equality.

Stand in solidarity with the HeForShe movement by committing to the organization on [their website](#).

By hosting these forums every year, Forevermark provides a learning experience for their industry partners that goes beyond the knowledge required to successfully run a jewelry or diamond business. Educating retailers, and thus their customers, on Forevermark's efforts in gender equality and animal conservation projects ensures that the brand is one that people are proud to support.

[Contact Long Jewelers](#) at (757)-498-1186 or through the form on their website to learn more about their selection of Forevermark fine jewelry as well as the retailer's commitment to global initiatives.

About Long Jewelers

For over 30 years, Long Jewelers has been a retailer of designer [wedding bands](#), [engagement rings](#), Swiss timepieces, and fine jewelry items, and services customers in the Virginia Beach, Virginia area. Under the leadership of founder and president David Long, Long Jewelers has come to boast the largest jewelry showroom in Virginia, has been featured in magazines such as Town & Country and InStyle, and has been voted the "Best of the Beach" more than 20 times.

For questions concerning products, sales, services, or onsite jewelry repair, visit Longjewelers.net or call (757)-498-1186 for more information.

Source: [Long Jewelers](#)

Additional **Links**

- [Long Jewelers website](#)
 - [HeForShe Movement website](#)
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