

QWEEN Sets New Standard With Mine-to-Market Diamond Traceability in India

Published on 20 Jan 2026 | By IFI Correspondent



Indian luxury jewellery brand **QWEEN** has unveiled a pioneering **mine-to-market transparency model** in the diamond industry — the first of its kind in India. This initiative aims to give customers unprecedented insight into the entire diamond journey, from the original mine source to the finished piece of jewellery, reinforcing trust and ethical assurance in a traditionally opaque sector.

A New Era of Transparency in Diamond Retail

QWEEN's new model enables consumers to track the **origin, sourcing, and supply chain details** of each diamond they purchase, setting a **new benchmark for transparency** in the Indian fine jewellery market. Although specific operational details of the model were not disclosed in the initial announcement, the move signals a shift toward **greater traceability and consumer confidence** — attributes increasingly valued by modern buyers.

The initiative comes at a time when the global jewellery landscape is placing stronger emphasis on responsible sourcing and conflict-free supply chains. Recent regulatory efforts in India — such as updated rules on diamond terminology that require clear disclosure of natural versus laboratory-grown diamonds — reflect broader industry trends toward **clarity and consumer protection**.

Elevating Consumer Confidence and Ethical Standards

By introducing a mine-to-market transparency framework, QWEEN positions itself as a **thought leader in ethical jewellery retailing**. The model aligns with shifting consumer expectations driven by demand for authenticity, responsible sourcing, and clear disclosure of product origins — especially important in the fine jewellery segment where trust is a key part of purchasing decisions.

Industry experts note that greater transparency can help demystify the diamond buying process and provide buyers with detailed proof of a diamond's journey, potentially increasing both consumer confidence and market integrity.

Looking Ahead

As QWEEN rolls out this transparency initiative, the brand may influence wider industry practices and encourage other jewellers to adopt similar traceability measures. The move also complements broader global trends pushing for **ethical sourcing, environmental responsibility, and customer-centric business models** in luxury goods.

For more style updates & exclusive fashion stories follow indiafashionicon.com