



The startup will incorporate the diamonds into a new line of fine jewellery with the aim to appeal to consumers based on design | Photo source [Rich Dieckhoff](#)

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## STARTUP IS DEVELOPING CARBON-NEGATIVE DIAMONDS

 FASHION & BEAUTY

**Aether uses CO<sub>2</sub> sucked from the air to create their diamonds, providing the industry's most ethical alternative available to date**

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16th October 2020

Website: [aetherdiamonds.com](http://aetherdiamonds.com)

Contact: [linkedin.com/aetherdiamonds](https://www.linkedin.com/company/aetherdiamonds)

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### Takeaway:

From here onwards, every year there will be fewer and fewer diamonds produced through traditional mining methods. New mines are low in capacity, of short lifespan and are few in numbers. [According to a report by Frost & Sullivan](#), compared to around 50 active mines

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production today, approximately only 15 new mines are expected to become operational in the next 40 years. Whilst we have a declining supply of mined diamonds, there is a growing demand for diamonds in general. For companies such as Climeworks, diamonds offer a financially attractive market. However, direct air capture is still a costly way of capturing carbon - particularly compared to planting trees. Subsidies and further technological investment are needed.