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PRESS RELEASE

Consumer Council of Fiji Issues Alert Regarding Misrepresentation of Gold Quality by Jewellers

Consumers are urged to be vigilant as the Consumer Council of Fiji has received a concerning complaint regarding the sale of gold jewelry through misrepresentation. The complainant, who resides in the States, paid \$2835.00 for a 22ct Gold set (necklace and earrings) to a jeweller in Nausori. However, upon returning to the US and seeking an appraisal from a jeweller, she discovered that the gold set was not 22ct gold as represented by the seller.

Upon gold testing, the results revealed that the earrings were 12.27ct, and the necklace was 13.23ct. This significant discrepancy raises serious concerns about the integrity and ethical practices within the jewellery industry.

The Council condemns such misleading practices, emphasizing that misrepresenting the quality of gold is not only unethical but also illegal. CEO of CCoF, Ms Seema Shandil, expressed her concern, stating, "This is a clear case of misrepresentation that undermines consumer trust. It is imperative for jewellers to uphold ethical standards and provide accurate information about the products they sell."

In light of this incident, the Consumer Council of Fiji is urging consumers to exercise caution when purchasing gold jewellery. Consumers are advised to have their gold tested locally if they have any doubts about its authenticity. Additionally, the Council calls on all jewellers to provide guarantee documents and show consumers the engravings on the gold jewellery before completing a purchase.

Ms Shandil further stressed the importance of consumer awareness, stating, "Consumers need to be vigilant and informed. If in doubt, they should seek professional advice and insist on transparency from jewellers. We encourage consumers to report any suspicious activities to the Consumer Council of Fiji to safeguard the interests of others."

As part of its ongoing efforts to protect consumers, the Consumer Council of Fiji is actively engaging with relevant authorities to address this issue and is advocating for stricter regulations within the jewelry industry. The Council is committed to ensuring consumer rights are protected and that ethical standards are upheld.

For further information or to report any concerns, consumers are urged to contact the Consumer Council of Fiji via the toll-free number 155 or by emailing complaints@consumersfiji.org.

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Consumer Council of Fiji



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