

NEW | TEAMING UP

Nevermined diamonds and mandana jewellery: official partners of the DFB German women's national football team

- ◆ Three strong brands coming together to take a stand for diversity, fairness, sustainability and women's empowerment
- ◆ DFB: 'We want to break down prejudices together. Playing well and looking stylish are absolutely not mutually exclusive.'
- ◆ Since 2023, Nevermined and mandana have been ushering in a change: to a new age where we express our values through luxury jewellery

A diverse society where neither gender, nor skin colour, nor other outward appearances influence success and respect. A world where sustainability and fairness are paramount. An era when women can pursue their passions and exercise their talents without being questioned for it: These are the values shared by the German national women's football team, Nevermined and mandana alike. From July 2023, the brands are set to enter into a partnership in which a series of shared campaigns will promote the issue of female empowerment. After all, while the women's national team has been championing this for many years, Nevermined and mandana, which went public as new brands in 2023, were also founded and led by a strong woman.

Christine Seifert, founder and CEO of Nevermined and mandana:

'My wish was to create something long-lasting with staying power that has a material and – like football – an emotional value, too, reflecting the important values of our time. Since Nevermined and mandana were founded, we have been transforming the understanding of luxury by democratising it: moving towards 'conscious luxury', where a piece of jewellery gains value not through scarcity or rarity, but through its contribution to a fair and sustainable future. Together with the women's national team, we want to do our bit and strengthen our shared values. The partnership ahead is an important step on our journey.'

Dr Holger Blask, Managing Director Marketing, Sales & Events of DFB GmbH & Co. KG.:

"Nevermined diamonds and the luxury jewellery brand mandana hit the back of the net when it comes to shared values with the women's national team. Like us, they are committed to diversity, respect, fairness, sustainability and women's empowerment. Furthermore, the partnership perfectly supports our goal within the FF27 to double the media reach of women's football across all platforms. We therefore warmly welcome the two brands as official partners in the portfolio of our women's team and look forward to breaking down prejudices together. Playing well and looking stylish are absolutely not mutually exclusive. The work we do together will prove that."

The partnership includes numerous activities and marketing measures. In addition to a classic rights package, which includes logo use and integration in DFB communication materials, joint

interviews and other events and activities will take place. 'In everything we do, visibility for our brands, for women's football and thus for our values is paramount,' explains Christine Seifert.

Nevermined and mandana

Nevermined is one of the first producers of lab-grown diamonds in Germany. At its premises in Essen, North Rhine-Westphalia, pioneering work is being done for the jewellery industry in the field of lab-grown diamonds – sustainably, transparently and, above all, free from conflict. After all, natural stones extracted in mines, unlike laboratory-grown ones, are associated with devastating impacts on people and nature. With her second brand, mandana, Christine Seifert has turned her vision into reality: to finally offering sustainable and fairly produced luxury jewellery that doesn't have to do without real diamonds.

'Our lab-grown diamonds meet the same 4C standards as natural diamonds. We are revolutionising everything necessary to finally produce diamond jewellery fairly and sustainably and to make it accessible to a wider audience.' – Christine Seifert

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ABOUT NEVERMINED

Next generation diamonds for next generation jewellery

Nevermined GmbH was founded in 2021 by Christine Seifert and Michael Marhofer in Essen, Germany. In the heart of the Ruhr region, Nevermined grows genuine laboratory diamonds of the highest quality standards according to the 4C. The stones are used in premium fine jewellery from partner brand mandana. As one of the first manufacturers of its kind in Germany, Nevermined is doing pioneering work for the jewellery industry in the field of lab-grown diamonds and is committed to transparent and conflict-free production. Driven by the values of our time, the Nevermined team is particularly passionate about sustainability. That is why the brand powers its production exclusively on renewable energy.

ABOUT MANDANA

Next generation jewellery for next generation customers

The neo-luxury jewellery brand mandana was founded in 2021 by Christine Seifert and creates high-quality jewellery collections with Nevermined diamonds grown especially in Germany. The brand represents 'conscious luxury': all mandana jewellery is made from recycled 750 gold (18 carat) and is holistically entirely sustainable – from production to packaging. The brand represents strong values and ideals. Sustainability, diversity, fairness, respect, mindfulness, social justice and women's empowerment shape everything mandana does. The mission: to spark change – and usher in an age where we express our values through jewellery.