

ON AIR: MANDANA VIDEO “ELEMENTS”
**mandana Jewellery showcases lab-grown diamonds in a powerful
promo spot**



- The guiding principle behind the first mandana ad: Illustrating the importance of sustainability for mandana Jewellery in combination with the nature-friendly manufacturing process behind Nevermined diamonds created in the in-house laboratory in Germany
- A powerful creative concept based on the four elements and an artificially created “Artsy World” represent mandana's philosophy of sustainability
- Cover model and TV star Kim Riekenberg showcases jewellery with around 20 carat lab-grown diamonds from Nevermined

“I will always protect you – mandana” is the luxury jewellery brand's claim in the new commercial video, which debuted on 30 May 2024. A year on from mandana's high-profile launch in summer 2023, the new spot isn't just the sustainable neo-luxury brand's first major video production. Hot on the heels of

top model Nadine Mirada and the German women's national football team, another familiar face has added their own testimonial to the brand ensemble. In the 45-second main promo, German model and "Let's Dance" star Kim Riekenberg artfully presents mandana jewellery with around 20 carat diamonds. The vibe of the ad: modern, charming, unusual and, above all, powerful.

Christine Seifert, founder and CEO of mandana and Nevermined:

"We founded mandana to finally make luxury jewellery sustainable by producing our own diamonds at our facilities in Germany with our partner brand Nevermined. The guiding principle 'I will always protect you' represents the importance of sustainability for mandana Jewellery in combination with the nature-friendly manufacturing process behind Nevermined diamonds created in our in-house laboratory in Germany. More conservative and traditional jewellery shooting locations such as a castle or villa were out of the question for this modern approach. Instead, together with the agency OK WHY NOT, we opted to showcase our approach in an artificially created world in a space spanning 1,000 square metres."

The creative idea: Four elements reflect the philosophy of sustainability

Production was helmed by Nikas Günther, CEO at video content agency OK WHY NOT. "When we got to know the brand, we soon realised: mandana Jewellery is not just about high-quality jewellery. The brand exclusively uses recycled gold and fairly produced lab-grown diamonds in highly environmentally-friendly production. This makes wearing them a powerful statement of sustainability and conscious neo-luxury. We wanted to tell a story that conveyed mandana's commitment to protecting our planet and represented the hi-tech origins of lab-grown diamonds from Nevermined at the same time. That's why the creative concept is based on the four elements. Each element represents a key aspect of mandana's philosophy of sustainability in a highly artistic way."

The mandana "Elements" concept

Earth stands for the resources mandana uses and the responsibility to use this sustainably and with care. mandana's recycled gold symbolises the reuse of existing materials instead of mining new raw materials. **Water** represents diamonds' purity and the life cycle involved in jewellery production. It highlights the importance of preserving

clean and healthy ecosystems, which often suffer as a result of diamond mining. **Air** symbolises the freedom and innovation in Nevermined's manufacturing processes. Lab-grown diamonds are an example of how cutting-edge technology can be used to protect natural resources. And **fire** encapsulates the transformation and passion that goes into every handmade piece of mandana jewellery – and the brilliance of the diamonds.

Bold interpretations: Luxury jewellery that takes a stand

These elements helped create the powerful slogans in the ad and the five associated settings of water, darkness, sand, heaven and photoset. Director Laurenz Marsau and a more than 20-strong team brought this to life in Hamburg's 1,000-square-metre Cinegate Studio 1.

Lines like **“In the dance of darkness and light”** reflect both the eternal interplay of light and shadow in the diamond and the fact that true luxury can be sparkling and sustainable, thus eschewing the dark side. **“With earth so rare and precious”** is a play on protecting and appreciating our planet Earth and the earth that does not need to be dug up for lab-grown diamonds, unlike mined ones. Every step of mandana's production process is aimed at protecting the planet: from using recycled gold and “renewable” jewellery cases made from an olive-based vegan leather alternative to the yarn from the fabric ribbons, made from recycled PET bottles. **“Wearing never mined sparkles”** describes Nevermined's lab-grown diamonds, which sparkle like mined diamonds but avoid the negative impacts of mining itself.

The promo's climactic claim **“I will always protect you”** sums up mandana's delicate approach to luxury, in harmony with nature and uniting shimmering beauty with saving the planet.

The campaign plan: Raising awareness for the DACH market

mandana produced five different sets of footage in four different formats each for the campaign, in addition to the 45-second main spot. These were used to create at least 20 versions for use in all channels, from YouTube, Google Ads and Instagram to DOOH. Campaign photos and behind-the-scenes content that mandana aims to use on its owned social channels and PR were created, as well as an additional director's cut. “We're going to show the campaign extensively,” says founder Christine Marhofer. “That way we can present mandana from the outset

as it deserves to be seen: not as a small start-up, but as a significant player helping to shape and transform the jewellery industry."

[View the 45-second clip Images](#)

ABOUT MANDANA

Next generation jewellery for next generation customers

The neo-luxury jewellery brand mandana was founded in 2021 by Christine Marhofer and creates high-quality jewellery collections with lab-grown diamonds. The brand represents 'conscious luxury': all mandana jewellery is made from recycled 750 gold (18 carat) and every aspect of sustainability has been carefully considered – 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.

mandana-jewellery.com

ABOUT NEVERMINED

Next generation diamonds for next generation jewellery

Nevermined GmbH was founded in 2021 by Christine Marhofer and Michael Marhofer in Essen, Germany. In the heart of the Ruhr region, Nevermined produces 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. nevermined-diamonds.com

Press

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