



Press release | Essen | 16 July 2024

NEVERMINED ON THE BALL

Lab-grown diamond producer Nevermined takes the lead in the official partnership with the Germany women's national football team

- Rising star brands [Nevermined Diamonds](#) and [mandana Jewellery](#) became sponsoring partners of the Germany women's national football team in July 2023.
- From July 2024, the company is focussing its communications activities on the Nevermined lab-grown diamond production, as part of a three-phase awareness plan.
- On the perimeter boards at the European Championship qualifier against Austria for the first time: together for fairness, gender equality and female empowerment.



Left to right: Christine Marhofer, Dr Holger Blask

'For a world where women can pursue their passion and showcase their talent without being questioned.' Nevermined and mandana entered into their long-term partnership with the Germany national team in summer 2023 with this motto. Since then, 100% German-grown Nevermined diamonds have been adorning the wrists of the women's national team. After a year of successful collaboration, the brands are now taking the next step in their strategic awareness plan. The two partner companies are focussing their communications activities on the lab-grown diamond manufacturer Nevermined, which produces over 175,000 carats of rough diamonds in Germany each year.



'As one of the first manufacturers of lab diamonds in Germany, our aim is to make Nevermined diamonds synonymous with lab-grown diamonds. To achieve this, we need to not only put our full force behind the brand, but also reduce the complexity in our communications. The great thing about football is that it evokes just as much emotion as the symbolism of a diamond. Advertising in this setting therefore means that we are sending clear and distinct messages. And we are doing this with a step-by-step plan.'

Christine Marhofer
Founder and CEO of mandana and Nevermined

Three-phase awareness plan for the partner brands

In the first year of the collaboration in 2023, the partnership presented both brands to the broad audience and increased brand awareness (phase 1). In the second year, 2024, the Nevermined diamonds are the focus, as the centrepiece of all jewellery creations (phase 2). As part of this, Nevermined will, for example, appear **for the first time on the perimeter advertising at the European Championship qualifier between Germany and Austria** in Hanover on 16 July 2024 – and be broadcast to television screen across the whole of Germany by ARD. The partner brands are looking to the future in aiming to show their 'next generation' target group where they can admire Nevermined diamonds in jewellery pieces (phase 3): with mandana Jewellery, the sustainable and fair luxury jewellery brand with lab-grown diamonds and recycled gold.

'Strategically, summer 2024 is the right moment to make Nevermined the focus of communications,' explains Christine Marhofer. 'We are currently expanding our machinery and we will be growing our production capacity to an unbelievable **1 million carats of rough diamonds per year** over the next two years. We also officially opened our B2B trade in April 2024. The online shop enables jewellery makers, goldsmiths and jewellers to purchase our diamonds for their own use. Nevermined has shaken up the industry in the last year – and that is just the beginning. We are delighted to be working shoulder to shoulder with a partner as prestigious as the women's national first team.'

Visit the Nevermined shop [here](#)

See it to believe it – watch the mandana ad [here](#)

[Press and image materials](#)

The press kit provides extensive information about both brands, facts about the founder Christine Marhofer, background knowledge about lab-grown diamonds and further image material for download.

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

certified green electricity. // nevermined-diamonds.com

ABOUT MANDANA

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

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