

NEW | BRAND LAUNCHES

Nevermined produces real diamonds in Germany for 'Next Generation Jewellery' by mandana

- Revolutionising the diamond industry: growing genuine diamonds of the highest quality at **Nevermined**'s German laboratory
- New premium fine jewellery brand **mandana** uses its own lab-grown diamonds in sustainable jewellery made from recycled gold
- **Two new brands** here to spark change: in a new era where we express our values through luxury jewellery

Never mined, but lab-grown – this was the guiding principle behind founder Christine Seifert's journey, starting in 2021 and culminating in the launch of two new start-ups two exciting years later: 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: finally offering sustainable luxury jewellery without having to do without real diamonds.

Christine Seifert, Managing Director and founder of Nevermined and mandana:

'My desire was to create something that lasts, with a material and emotional value, at the same time reflecting the values of our time: sustainability, diversity, respect for our planet, social justice, accountability and transparency. High-quality jewellery can embody all this and is made to last. Gold is one of the most valuable materials in the world – and diamond the hardest. I wanted to bring these elements together and create something sustainable from them. First, however, we had to find ways to use the raw materials responsibly.'

NEXT GENERATION JEWELLERY FOR NEXT GENERATION CUSTOMERS mandana

It soon became clear: only recycled 750 gold (18 carat) should be used to make the mandana jewellery brand's collections. Because lasting value is what's precious. All individual pieces are lovingly made by hand under fair conditions within Europe, in Germany and Spain. The mandana team has also managed to make all aspects of the collections sustainable: The vegan jewellery cases 'grow back' as they are made of oleatex, a leather alternative made from non-edible organic waste from the olive industry. All fabric ribbons are woven from an innovative yarn

made from recycled PET bottles from NewLife. mandana uses a biodegradable and compostable hot stamping finish to label the cases. 'We not only want to be proud of the tasteful, elegant designs of our jewellery – we want to back every aspect of this venture. For our customers, it is not just a matter of easing their consciences. They want to have a clear conscience as they lead the way. Just like we do.'

A FAIR ERA OF DIAMONDS – WHY LAB-GROWN DIAMONDS? Nevermined

The biggest influencing factor in making sustainable diamond jewellery is the diamonds themselves. When a mined diamond on an engagement ring sparkles in the sunlight, nothing betrays the fact that diamonds grown under the earth sometimes have a dark past. For Christine Seifert, it was clear from the start that naturally grown diamonds would not be suitable for her sustainable jewellery by mandana. On average, over 200 tonnes of earth have to be moved to produce a single carat of mined diamond. Deforestation, soil degradation, the destruction of farmland and ecosystems, poorer air quality, the contamination of groundwater and noise pollution are often serious consequences for people and the environment in the affected regions. Furthermore, in some countries, diamond mining is associated with inhumane working conditions, forced labour and the exploitation of children. 'Lab-grown diamonds are the solution to all those environmental and social disadvantages. A real ray of hope for the diamond industry,' says Christine Seifert.

When she was taking her first steps as a founder, however, LGD producers worked almost exclusively outside Europe. For the woman who is now Nevermined CEO, it was clear: sustainability and luxury cannot be combined as long as the diamonds have to be transported thousands of kilometres to Europe and the production conditions remain opaque to us. With the mission to revolutionise and Europeanise diamond production, she founded Nevermined GmbH in the heart of the Ruhr region, together with her partner Michael Marhofer, in 2021.

Today, real diamonds grow in Nevermined's laboratory under guaranteed environmentally, economically and socially sustainable conditions - transparent, climate-neutral and resource-saving. Through intensive research, Nevermined's process engineers have succeeded in producing lab-grown diamonds of the highest purity levels. In addition, all production is powered by 100% renewable energy. 'We are currently working on generating as much of the electricity we need as we can by ourselves in the near future,' says Christine Seifert. The ready-cut Nevermined diamonds are in no way inferior to natural jewellery diamonds. They are visually, chemically and physically identical to naturally grown diamonds.

ELEGANCE THAT DOESN'T COST THE EARTH

Luxury at a fair price

In addition to their environmental and ethical benefits, lab-grown diamonds offer another advantage. 'The feel of wearing sustainable, fair diamonds with pride is a statement for us. The expression of an inner attitude. Our aim is to help more people express themselves and their values through jewellery. Lab-grown diamonds can be much cheaper than mined diamonds. We pass these savings straight on to our customers. This is how we make sustainable and ethically correct diamond jewellery accessible to a wider audience among the next generation,' explains the founder.

'Our lab-grown diamonds meet the same 4C standards as natural diamonds. We are revolutionising everything it takes to finally produce diamond jewellery fairly and sustainably.' - 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 grow 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.