

CULTIVATING VARIETY

mandana Jewellery launches gender-inclusive unisex collection "All Gens" featuring Nevermined lab-grown diamonds

- New luxury statement pieces for anyone who doesn't put people in boxes
- Highlight: trendy paperclip chain with **3 ct Nevermined lab-grown diamonds**
- mandana makes a statement for diversity: "Diamonds don't need no labels!" collection has "no high or low, no left or right, no right or wrong"
- The collection is the cornerstone of the mandana spirit



Essen, 03 February 2025. The neo luxury brand **mandana** shows its attitude with new jewellery aligned with its values. **From January 2025, the lab-grown diamond collection All Gens makes statements, instead of setting limits.** It represents mandana's vision: a world where everyone is free to be themselves and stand up for the values that matter in our era.

Unisex jewellery, infinite personality

The **16 new All Gens necklaces and bracelets in the trendy paperclip style and the iconic ring handmade in Germany and Spain** are explicitly designed for all genders. Their raw yet elegant unisex design exudes casual cool and the courage to express one's own style beyond prejudice and regardless of what anyone else thinks. What makes All Gens so special: At equal intervals between the elongated chain links, you'll find the **octagonal diamond settings typical for mandana – double-sided in this collection for the first time.** The lab-grown diamonds from Nevermined are arranged opposite each other and alternately upright or lying down. This means the chain eyes can rotate and move in all directions, and a radiant diamond is always visible.

"The special design of our All Gens jewellery means there's no high or low, no left or right, no right or wrong. We wanted to make a statement for variety and diversity in the jewellery industry. After all, we firmly believe that when it comes to an individual's personality and style, there must be no right or wrong. Our All Gens pieces can be worn in countless different ways, and their flexibility lets them shine on all sides, no matter which way round you wear them. That makes the collection much more than just a jewellery line. All Gens reflects our awareness of our responsibility – that people express their values through their jewellery. That's exactly what we want to inspire and empower the 'next generation' to do." **Christine Marhofer**



What counts are the values we have inside: "Wear them with pride!"

Alongside diversity and equality, the collection also reflects mandana's most fundamental core value: a consistent approach to sustainability. Since the company's foundation, **mandana jewellery made from recycled 750 gold with sustainable Nevermined lab-grown diamonds** has represented social and environmental fairness. The brand's ambition: to create a new understanding of luxury, whereby a piece of jewellery does not gain value from artificial scarcity, but from its contribution to a sustainable future. The All Gens Connection paperclip necklace captures the radiance of 3.0 carat Nevermined diamonds in total, grown **with 100% certified green electricity in the German laboratory.**

The jewellery cases for mandana pieces are made from an olive-based "renewable" vegan leather alternative. mandana even uses a **biodegradable and compostable hot stamping finish** to label the cases.

"mandana jewellery often has a minimalism and timeless elegance to its design, but at the same time, it's completely immersed in values that matter," says Christine Marhofer. *"If our customers are wearing these values out in the world with confidence and pride, then we've achieved what we set out to do."*

The cornerstone of the mandana spirit: Eight corners on the "All Gens Connection" ring

Although the collection was launched in 2025, it has a long history: Work on the collection was under way when mandana was founded in 2021. Back then, it was still intended as a men's collection. With the understanding that a men's collection is not the answer to fostering equality, founder Christine Marhofer and her design team embarked on a rethink: The pieces became the unisex jewellery collection All Gens, which stands both for "all genders" and "all generations". The ring in particular plays an important role for mandana. It was its **eight corners** that became the cornerstone of the mandana spirit.

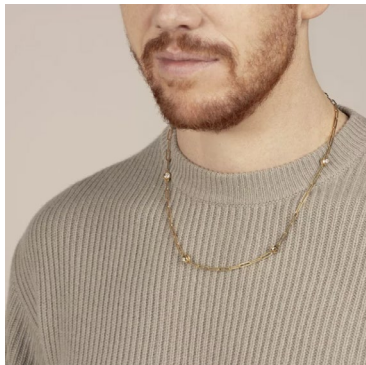


They have become the **brand's hallmark**, as the number "8" on the sides recalls the infinity symbol – and an unending love for and constant preservation of our planet.

The All Gens collection can also be mixed and matched with other mandana pieces. Its octagonal diamond setting combines perfectly with the **Reflect collection**, whose rings, earrings and necklaces spotlight the All Gens pieces in other original looks.

Highlight pieces

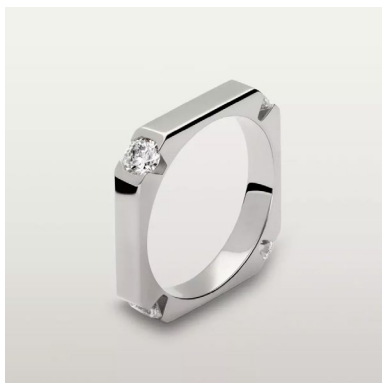
All Gens Connection necklace



RRP: from EUR 10,630

- Recycled 750 white or yellow gold (18 carat)
- Length: 42 cm or 56 cm
- Paperclip-style chain links
- 3.0 carat Nevermined diamonds in total (12 x 0.25 carat) that can rotate and move in every direction – there is "no high or low, no left or right, no right or wrong"
- Six moveable, double-sided octagonal settings (typical for mandana) with two lab-grown diamonds each, so a diamond is always visible – from every direction
- octagonal carabiner, specially designed for mandana

All Gens Connection ring



RRP: EUR 3,850

- Recycled 750 white gold (18 carat)
- 1.0 carat Nevermined diamonds in total (4 x 0.25 carat) that show off their special play of light from every direction – there is "no high or low, no left or right, no right or wrong"
- Design: clean, edgy, modern
- Iconic geometric mandana shape with eight corners represents the infinity symbol

All Gens Connection bracelet



- Recycled 750 white or yellow gold (18 carat) paperclip-style chain links
- 1.5 carat Nevermined diamonds in total (6 x 0.25 carat) that can rotate and move in every direction – there is “no high or low, no left or right, no right or wrong”
- Three moveable, double-sided octagonal settings (typical for mandana) with two lab-grown diamonds each, so a diamond is always visible – from every direction
- Special octagonal carabiner, specially designed for mandana

RRP: from EUR 5,500



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 with 100% certified green electricity. // nevermined-diamonds.com

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