

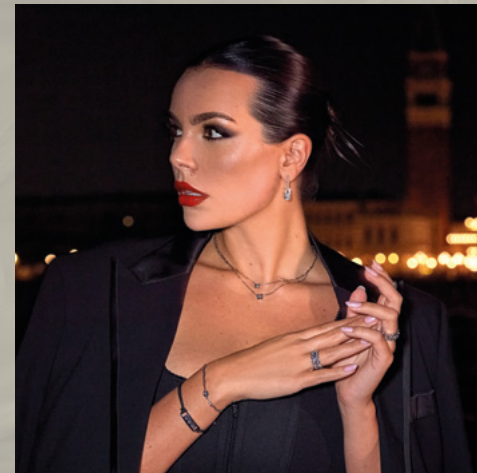
NEVERMINED

Next Generation
Diamonds



mandana

Next Generation
Jewellery





The Vision

Never mined,
but lab-grown

– It was with this as her motto that founder Christine Marhofer began her journey in 2021 – one that would culminate two action-packed years later in the launch of **two new start-ups**:

„Nevermined was founded to revolutionise diamond production.

mandana came along with the aim to create change – moving into an era where we express our values through our jewellery.“

Christine Marhofer, Founder & CEO



Nevermined is one of the first producers of lab-grown diamonds in Germany. Its base in Essen, North-Rhine-Westphalia, is where its pioneering work for the jewellery industry takes place: creating **lab-grown diamonds** that are sustainable, transparent and, above all, conflict-free. After all, unlike lab-grown diamonds, natural mined diamonds unleash devastating consequences for **people and planet**.

At the same time, Christine Marhofer made her vision a reality with her second brand, **mandana**. The vision: **sustainable luxury** jewellery that doesn't have to do without real diamonds.



Luxury at a fair price

mandana makes sustainable diamond jewellery with lab-grown diamonds from Nevermined – grown in Germany and destined to spark change. We are ushering in a new age where we express our values through luxury jewellery.

In recent years, the understanding of luxury has changed. As our sense of responsibility for **preserving our planet** increases, our willingness to invest in luxury goods simply due to scarcity is waning. At mandana, we firmly believe that a piece of jewellery doesn't gain value through scarcity – but through its contribution to a **sustainable future**.

We love the feeling of wearing **sustainable, ethical and environmentally-friendly diamonds** with pride. They make a statement and express an inner attitude. Our goal is to enable more people to express themselves and their own values. 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 ethical diamond jewellery accessible to a wider audience among the **next generation**.



mandana uses only **recycled 750 gold** (18 carat) for its collections. Each individual piece is **lovingly hand-made** under fair conditions in European countries – namely Germany and Spain. The mandana team has also implemented a **holistic strategy for sustainability**.

The **vegan jewellery cases** are made from Oleatex, a **leather alternative** made from organic waste from the olive industry that "grows back". The fabric ribbons are produced using **innovative NewLife yarn** made from recycled PET bottles. A **biodegradable and compostable** hot stamping process is used to create the lettering on the cases.

mandana
mandana is one of the few companies in Europe that produces jewellery collections with its own Nevermined lab-grown diamonds.

Next Generation Diamonds for Next Generation Customers

The main factor that **impacts sustainable diamond manufacture** is the diamonds themselves. A diamond engagement ring sparkling in the sunlight does not reveal the often dark history of the diamond mined below the earth. Christine Marhofer knew from day one that **natural diamonds would not align with her vision of sustainable jewellery from mandana.**

Mining a single one-carat diamond requires over 200 tonnes of earth to be moved on average. These processes often lead to **serious consequences for the environment**, such as deforestation, land degradation, destruction of ecosystems, air and water pollution and noise nuisance in the areas affected. Moreover, in some countries, diamond mining goes hand in hand with **inhumane working conditions**, forced labour and child exploitation

That's why Christine Marhofer is firmly convinced:

“Lab-grown diamonds are the solution to all these environmental and social drawbacks. They're a real ray of hope for the diamond industry.”



When the founder took her **first steps** in the industry, producers of lab-grown diamonds (LGD) mainly operated abroad. But to the Nevermined CEO, one thing was clear: **Sustainability and luxury** could not be compatible while diamonds still had to be transported thousands of kilometres to Europe and their manufacturing conditions were not transparent. Today, real diamonds are grown in the Nevermined lab in environmentally, economically and socially sustainable conditions – in a **transparent and climate-friendly way that's kind to resources.**

Through intensive research, Nevermined's process engineers have developed lab-grown **diamonds of the highest clarity.** The entire production process runs exclusively on renewable energy. **“We are currently working to generate most of the energy we need ourselves in the near future”**, adds Christine Marhofer. The ready-cut Nevermined diamonds are in no way inferior to natural diamonds used in jewellery. They are visually, chemically and physically **identical to natural diamonds.**

NEVERMINED

Nevermined is synonymous with lab-grown diamonds. We stand for sustainable, transparent and conflict-free diamond production.

Lab-grown diamonds

Whether a diamond has been grown naturally or in a laboratory is **indistinguishable to the naked eye**. Experts also need special tools for this. Cultivated gemstones can be identified using the unique **laser engraving on the girdle** – the edge of the stone.

The way the carbon was incorporated into the diamond lattice also indicates whether the stone was made in a laboratory or not. Diamonds produced in the **HPHT-process**, for example, have a crystal-line, cuboctahedral shape, while **CVD-diamonds** are more like a disc due to the starting material. The rough diamonds extracted therefore differ in shape from natural rough diamonds.

Nevermined diamonds from 0.5 carats upwards also always come with an **official certificate of authenticity** from one of the most recognised laboratories in the world, the **GIA** (Gemological Institute of America) or the **IGI** (International Gemological Institute).

One of **two processes** is usually used to **produce** lab-grown diamonds: the CVD process ('chemical vapour deposition') or the HPHT process ('high pressure high temperature'). Both processes are fundamentally different. Small, thin **pieces of diamond** known as '**seeds**' are used as starting material for the CVD process. Larger stones can grow in the vacuum chamber under specific process conditions.

Lab-grown diamonds from Nevermined are grown exclusively using the **CVD process**.



The way in which diamonds are mined has a major influence on their environmental impact. Lab-grown diamonds are **more sustainable and ethical** than mined diamonds. It's also possible to produce **high-quality** specimens in a cost-efficient way. Diamond mining has a **negative impact on the environment** and involves ethical issues and economic challenges. Tonnes of earth must be shifted to mine diamonds. This leads to erosion.

Lab-grown diamonds, by contrast, are produced **without deforestation or ground pollution**. Nevermined lab-grown diamonds produce less CO2 and **do not involve inhumane working conditions**.

In short, producing diamonds in the lab prevents the **negative consequences** of diamond mining. This means there is a **fundamental difference between lab-grown and mined diamonds**, even though they are assessed according to the same quality standards.

Our values, our partners

We value status symbols that tap into **sustainability**: renewable raw materials, alternative resources and fair pay. Responsible brands strive constantly for progress and **social justice**. Sustainability is the new luxury. Standing up for **social justice** and **diversity** is luxury. Making a contribution is luxury. That's what a **precious piece of jewellery** is worth to us. Our partnerships are based on shared values and passion.

mandana Jewellery brand ambassador Nadine Mirada, an international top model, represents the values of luxury, elegance, glamour and social responsibility.

mandana Jewellery stands for Conscious Luxury - sustainability, durability, fairness and diversity.

We invest in pieces of jewellery that encapsulate the values of our time: **sustainability, durability, fairness and diversity**. We encourage a careful and mindful approach to the planet and ourselves as people.

The purpose of the partnership is to promote key values and a strong vision: the vision of a society where women pursue their passions and are free to express their talents without challenge. Together, we seek to encourage **diversity, equality and female empowerment**.

Our **social responsibility** matters just as much to us as reducing our environmental footprint.

Since our foundation, we have been working closely with **EarthChild e.V.**, the German branch of the Earth-Child Project.



OFFIZIELLER PARTNER DER
FRAUEN-NATIONALMANNSCHAFT

This South African non-profit organisation supports **disadvantaged children and young people** in townships and rural areas through environmentally oriented educational programmes, including yoga, meditation, vegetable growing and recycling. Among other things, the organisation builds its **own classrooms**, which are financed in collaboration with partners.

Recently, with mandana's support, one of these classrooms was built to help children **develop new skills** and a deeper, more mindful connection to themselves and to nature.

An important part of the **EarthChild Project** is also working with schools to integrate **environmental education** into the curriculum. They are currently reaching numerous students and teachers in Cape Town and surrounding areas, promoting community education and creating **local jobs** and career opportunities.

We see it as our obligation to support these activities in order to give something valuable back to society.

Founder Story

Christine Marhofer



Christine Marhofer, Founder & CEO

„I want to leave a green footprint on this world and democratise luxury by making sustainable premium jewellery with fair diamonds more widely accessible.“

Turning her passion into a profession, Christine studied textile business management at the renowned **LDT Nagold Academy of Fashion Management**. It was here that she learned to use her gut instinct for a specific purpose and laid the foundation for a **successful career**. As a buyer for renowned international fashion brands, she spent many years bringing trends into the trade – which brought a great deal of joy and success.

After several years in the fashion industry, Christine felt the desire to **create something of her own** begin to spark.

It soon became clear: if she wanted to create something that would last, she had to work with the **most stable and durable materials** in the world. The diamond has inspired people for millennia with its **appearance and symbolic power**. Christine is no exception. Naturally grown diamonds, however, bring with them a key issue: they are everything but sustainable. **Diamond mining endangers the climate**, rainforests, water resources and agricultural land. Transporting them to Europe produces vast amounts of CO₂. Moreover, diamond mining takes place **at the expense of the welfare of human beings** who are subjected to undignified working conditions.

As she planned her business, Christine happened upon the possibility of **growing real diamonds in the lab** – and was immediately captivated by the idea. Lab-grown diamonds meet the same 4C criteria as mined diamonds, but do not pose a risk to the environment or human lives. Lab-grown diamonds (LGD) can also be **produced considerably cheaper** than mined diamonds, making them accessible to a wider audience.

LGD marked the birth of Christine's idea to democratise luxury by making ethical jewellery – with lab-grown diamonds and recycled gold.

Images

2025



MANDANA



OTHERS



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