

# **The Ring Is Just The Beginning**

**De Vere Diamonds launches the Legacy Vault, connecting every engagement ring and wedding piece to the voice, story and memory of the person who wore it, for the generations who will one day inherit it**

**LONDON, June 2026**

The proposal is the moment everyone plans for. The ring chosen carefully, the occasion considered, the words rehearsed and then abandoned in favour of something more honest said in the moment itself.

But a De Vere Diamonds engagement ring is designed with a different moment in mind as well.

The moment, decades from now, when someone who was not there opens a box and finds it.

Every piece commissioned through De Vere Diamonds, bespoke, natural diamond, fully traceable from mine to finished piece, is connected at the point of creation to a Legacy Vault: a private, encrypted digital archive that holds both the verified story of the jewellery and the human story of the love behind it.

It means that the ring given at a proposal is not simply an object marking a moment. It is the beginning of a permanent family archive, a private space where the couple's story lives alongside the stone's story, growing with the marriage across decades, waiting for the generation that will one day hold the ring and want to understand everything about it.

The Legacy Vault is not an optional extra. It is included in the commission price of every piece De Vere Diamonds makes. It belongs to the couple, to use as much or as little as they choose, for as long as the ring is worn and beyond.

## **What the Legacy Vault holds for couples**

The story of the ring: the origin and verified supply chain of the diamond, the name of the mine it came from, responsible sourcing certification, GIA diamond certification, RJC documentation, the name of the craftsperson who made the piece, and the design sketches from the commission process. Every diamond and precious metal, including Single Mine Origin, Fairtrade and Fairmined gold, is tracked via blockchain technology with an unbroken chain of custody from origin to the finished piece. The ring's material story is as clear and honest as the love story behind it.

The human story: everything a couple wants to say to the people who will one day inherit this ring. A personal video message recorded on a smartphone, tablet or laptop. A voice note. Photographs from the proposal, the wet evening outside a favourite restaurant, the moment immediately after, the faces of two people who have just said yes. The wedding day. The first anniversary. The ordinary moments that only become precious with time. A written message to a daughter or granddaughter who will one day wear the ring and want to know everything. Milestones added across decades. The story of the occasion told in the couple's own words, in their own voices, at the moment they chose to tell it.

Years or decades later, the person who inherits the ring will not simply receive an object. They may see the person who wore it, hear their voice, watch them smile, and listen as they explain what the ring meant to them. They will find the proposal story. They will find the wedding morning. They

will find the two people who chose this ring and each other, speaking to them directly across whatever years separate them.

It transforms an engagement ring from a beautiful object into a living family story.

### **Why the Legacy Vault exists**

De Vere Diamonds was founded by Philip De Vere, who brings twenty years of experience in the luxury and jewellery industries to the business. But the reason he built the Legacy Vault has nothing to do with industry knowledge.

When his mother died in 2008, Philip discovered jewellery he had never seen, an engagement ring and wedding band from a marriage in the 1950s when she was seventeen, and a bracelet and photographs from a long relationship with his own father that had lasted years but could never be publicly acknowledged. He is the child of that relationship. He knew his father through the weekly visits he made to his mother, and to him, until his early death in 1984.

He had not known the full shape of what his parents had shared. He had not known about his mother's earlier marriage at all. He found out both things on the same day, in her house, holding jewellery she had kept privately for decades without ever explaining it to him.

Two years later, Philip lost everything, including those pieces, the only physical record of the parts of his mother's life he had only just discovered.

What he went on to build was a company whose central purpose is ensuring that the story behind a piece of jewellery is never separated from the piece itself.

*"I don't think I would have asked her about the jewellery first," he says. "I would have asked her about herself. Who she was when she was seventeen. What she dreamed about. Whether she was happy. What she wanted me to know."*

Every couple who commissions a De Vere Diamonds piece is given what Philip never had: the chance to answer those questions, in their own voice, for the people who will one day hold their ring and ask them.

### **The ring your grandchildren will understand**

An engagement ring is the most significant object most people will ever give or receive. It will be worn at every milestone that follows, the wedding, the children, the grandchildren, the ordinary mornings that turn out not to be ordinary at all.

And one day, someone who was not there will hold it. Someone who will want to know everything.

With De Vere Diamonds, the ring will be able to answer.

*"The Legacy Vault cannot give me my mother's voice," Philip says. "But for every piece we create from this point forward, it means the person who inherits it will not open a box and find only an object and a question they can no longer ask."*

### **The commission**

De Vere Diamonds works with couples on bespoke natural diamond commissions from initial concept through to the finished piece and the establishment of the Legacy Vault. Every element of

the commission, the design, the sourcing, the craftsmanship, the provenance documentation, is conducted with the care and integrity that the story it will carry demands.

The Legacy Vault is established as part of the commission process. It is private, encrypted and permanent, hosted on infrastructure designed to outlast the company itself, so that the story it holds is there for as long as the ring is.

The physical connection to the Legacy Vault is engraved discreetly into every piece, a unique alphanumeric code inside the band of the ring, on the clasp of a bracelet, or on the reverse of an earring. That code is the key. It will be there in fifty years, in a hundred years, whenever the person who inherits the piece goes looking for the story behind it.

### **Provenance at the core**

De Vere Diamonds is founded on the belief that a symbol of love should carry no doubt, not in its origins, not in its craftsmanship, and not in the story it carries forward. All partner manufacturers hold Responsible Jewellery Council certification and undergo independent third-party audit. The company's approach anticipates the EU's Ecodesign for Sustainable Products Regulation (ESPR — Regulation (EU) 2024/1781), which is expected to make the Digital Product Passport a legal requirement across many product categories. De Vere Diamonds goes beyond compliance, taking the infrastructure of provenance and extending it into the human register where jewellery has always truly lived.

### **Notes to Editors**

- Philip De Vere is available for press interview and will speak openly about his mother's life, his personal experience and the founding of De Vere Diamonds
- A personal essay by Philip De Vere, *Everything She Never Told Me*, is available on request
- A full press briefing document including suggested editorial angles, extended quotes and background on the Legacy Vault and provenance framework is available on request
- Imagery and supporting materials are available on request

### **About De Vere Diamonds**

De Vere Diamonds is a British fine jewellery company specialising in bespoke, commissioned natural diamond engagement and wedding pieces with verified provenance and responsible sourcing. Founded by Philip De Vere, who brings twenty years of experience in the luxury and jewellery industries to the business, the company is built on the belief that a symbol of love should carry no doubt, in its origins, its craftsmanship, and the story it carries forward. Every piece is connected to a Legacy Vault: a private digital archive holding the full story of the jewellery and the love behind it, preserved for the generations who will one day inherit it.

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