

Beyond the Stone

De Vere Diamonds launches the Legacy Vault, redefining what a natural diamond commission means in an era of provenance, purpose and permanent legacy

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The natural diamond industry is facing its most significant challenge in a generation. Not a challenge of quality, or rarity, or beauty. Those arguments remain as strong as they have ever been. The challenge is one of meaning, of articulating, clearly and compellingly, why a natural diamond is irreplaceable in ways that no laboratory-grown stone can replicate.

De Vere Diamonds has built its answer to that challenge into the foundation of every piece it makes.

The proposition

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 complete verified provenance record of the stone and the permanent human story of the people who loved it.

The Legacy Vault does two things simultaneously that the industry has not previously combined in a single coherent proposition.

It takes the provenance infrastructure that serious buyers now expect, blockchain-verified supply chain, GIA certification, RJC documentation, full chain of custody from origin to ownership, and extends it beyond compliance into something clients will genuinely value across generations.

And it adds what no laboratory-grown diamond can ever carry: the permanent, preserved, encrypted human story of the specific people who commissioned this specific stone. Their voice. Their photographs. Their message to the generation that will one day inherit the piece. The story of the occasion. The milestones of a life lived alongside the diamond.

A natural diamond is already, in itself, an extraordinary object. Formed over billions of years under conditions of almost unimaginable pressure, it arrives in a client's hands carrying a geological story of incomparable depth. The Legacy Vault connects that ancient story to the human one, and makes both of them permanent.

The provenance framework

De Vere Diamonds operates a provenance framework that meets and exceeds the standards the industry is moving toward, and that anticipates the regulatory environment the industry is moving into.

Every diamond is GIA certified. Every precious metal, including Single Mine Origin, Fairtrade and Fairmined gold options, is tracked via blockchain technology with an unbroken and independently audited chain of custody from origin to the finished piece. All manufacturing partners hold Responsible Jewellery Council certification and undergo independent third-party audit. Supply chain documentation is comprehensive, legally robust and permanently accessible through the Legacy Vault.

The EU's Ecodesign for Sustainable Products Regulation (ESPR — Regulation (EU) 2024/1781) is expected to make the Digital Product Passport a legal requirement across luxury goods categories. De Vere Diamonds is already operating beyond that standard. The Legacy Vault is the Digital Product Passport fully realised, not as a compliance mechanism but as a client-facing proposition that serious buyers will actively seek out.

For an industry that has spent a decade managing the reputational consequences of supply chain opacity, De Vere Diamonds represents a model that turns transparency from a defensive obligation into a commercial and emotional asset.

The lab-grown challenge addressed at its root

The laboratory-grown diamond market has grown rapidly and will continue to do so. The industry's response has largely operated on two fronts: the rarity argument, emphasising the finite supply and geological uniqueness of natural stones, and the value argument, defending price positioning against the commoditisation pressure that laboratory-grown diamonds represent.

Both arguments are valid. Neither is sufficient on its own.

De Vere Diamonds adds a third argument that is structurally more powerful than either: the meaning argument.

A laboratory-grown diamond can replicate the physical properties of a natural stone with increasing precision. It cannot replicate the geological story of a stone formed over three billion years. And it cannot carry what the Legacy Vault carries, the permanent, encrypted, humanly specific story of the people who commissioned it, wore it and passed it on.

The Legacy Vault makes the case for natural diamonds not by arguing against laboratory-grown alternatives but by making the argument irrelevant. The question is no longer what the stone is made of or where it ranks on a price-per-carat comparison. The question is what the stone means, and what it will mean to the person who holds it in fifty years.

That question has only one answer in the natural diamond category.

A natural diamond formed over billions of years, sourced transparently, set by a named craftsman, and connected to a vault containing the voice of the person who gave it, that is a complete object in a way that no laboratory stone can match. Not because it argues against laboratory-grown on technical grounds, but because it makes the entire comparison beside the point.

The founding story

De Vere Diamonds was founded by Philip De Vere, who brings twenty years of experience in the luxury and jewellery industries to the business. The Legacy Vault was not conceived as a marketing proposition. It was built in direct response to a personal experience that gave Philip a precise and firsthand understanding of what is lost when the story behind a piece of jewellery disappears.

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 weekly visits until his early death in 1984.

He had not known about his mother's earlier marriage. He had not known the full shape of what his parents had shared. He found out both things on the same day, holding jewellery she had kept privately for decades.

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

"The jewellery survived. Everything else was gone. And the gap between those two things felt like the saddest possible version of how something precious gets passed on."

The Legacy Vault is the structural answer to that gap, built with the technical rigour of twenty years of industry experience and the personal conviction of someone who knows exactly what its absence costs.

"She kept those rings for a reason. She just never got to tell me what it was."

What the Legacy Vault holds

The Legacy Vault is included in the commission price of every De Vere Diamonds piece. It is private, encrypted and accessible only to the owner and those they choose to invite.

The object's story: Full provenance documentation from origin to ownership. GIA diamond certification. RJC manufacturer certification. Blockchain-tracked supply chain with independent audit. Single Mine Origin, Fairtrade and Fairmined gold documentation. Craftsperson attribution. Design sketches and commission documentation. The complete verified record of a piece made to the highest standards of the industry.

The human story: Personal video messages recorded directly from smartphone, tablet or laptop. Voice notes. Photographs across the lifetime of the piece. Written messages to future inheritors. The story of the commission and the occasion it marked. Family milestones added over decades. A permanent, private, encrypted archive that grows with the piece and waits for the generation that will one day inherit it.

The Legacy Vault is hosted on encrypted cloud infrastructure with permanence provisions independent of the company's commercial continuity. It is designed to outlast the business that created it, a commitment to the client that reflects the duration of the obligation being undertaken.

The market context

The fine jewellery industry is at an inflection point. Supply chain transparency has moved from peripheral concern to central expectation among serious buyers. Incoming regulation is hardening that expectation into legal requirement. The laboratory-grown challenge is restructuring the market's price architecture and forcing a fundamental reassessment of how natural diamonds communicate their value.

Against that backdrop, De Vere Diamonds represents a model worth the industry's attention, not as a large-scale commercial operation but as a proof of concept for where the natural diamond proposition needs to go.

The brands that will define the next chapter of the fine jewellery industry are those that understand the shift from possession to stewardship, from transaction to legacy, from the moment of giving to the full arc of meaning that a significant piece carries across generations. De Vere Diamonds has built its entire model around that understanding.

For industry professionals, trade partners, manufacturers and observers considering where the natural diamond market is heading, the Legacy Vault is a signal worth noting.

It is what the Digital Product Passport looks like when it is built for people rather than regulators.

It is what the natural diamond proposition looks like when it is argued at the level of meaning rather than the level of chemistry.

And it is what fine jewellery looks like when it is designed not just for the moment of giving but for the moment, decades later, when someone who was not there opens a box and finds not only a stone but a voice.

Notes to Editors

- Philip De Vere is available for press interview and trade speaking engagements, and will speak openly about the Legacy Vault model, the provenance framework, the lab-grown challenge 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 detailed background on the Legacy Vault and provenance framework is available on request
- Technical documentation on the blockchain provenance tracking and Digital Product Passport 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 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 operates at the intersection of full supply chain transparency and permanent personal legacy. Every piece is connected to a Legacy Vault: a private digital archive holding the complete provenance record of the jewellery and the full human story of the people who loved it, preserved for the generations who will one day inherit it.

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