

PRESS RELEASE

The Jewellery Survived. Everything Else Was Gone.

British jeweller De Vere Diamonds launches the Legacy Vault, a private digital archive connecting every piece of jewellery they make to the voice, story and memory of the person who loved it

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When Philip De Vere cleared his mother's house after she died in 2008, he found jewellery he had never seen before. An engagement ring and a wedding ring from a marriage that had taken place in the 1950s, when she was seventeen. A bracelet and photographs of a long relationship with his own father, a man already married, a love that began in the early 1960s and lasted for years, but could never be publicly acknowledged.

Philip 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, nor the earlier marriage when she was still a teenager, nor the life his mother had quietly carried for decades without ever telling him.

She had kept the evidence of both chapters in private. She had taken the meaning of it with her when she died.

Two years later, Philip lost everything. He spent a period living on the streets of Sheffield. Among everything he lost were those pieces of jewellery and those photographs, the only physical record of the parts of his mother's life he had only just discovered. He came through that period with nothing belonging to her.

What he has gone on to build since is De Vere Diamonds, and at its heart, the Legacy Vault, a response to the silence he inherited. It is built on the belief that no one should ever hold a piece of jewellery and feel the ache of not knowing the story it once carried.

Philip brings two decades of experience in the luxury and jewellery industries to the company, the technical and commercial foundation on which De Vere Diamonds and the Legacy Vault are built. But the reason he built it has nothing to do with industry knowledge, and everything to do with a box of jewellery he found in his mother's house.

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

The Legacy Vault: What It Is and Why It Exists

The Legacy Vault allows the owner of a De Vere Diamonds piece to do what Philip never had the chance to do with his mother's jewellery: preserve the story while they are still here to tell it themselves.

Owners can record and upload personal video messages directly from their smartphone, tablet or laptop, alongside voice notes, photographs, letters, written messages and milestone memories. It gives them the opportunity to explain not only what the piece is, but why it mattered, who gave it to

them, what was happening in their life at the time, and what they hope future generations will understand when they one day inherit it.

They can document the story of the occasion itself: who was there, what was said, what it felt like, and why the moment mattered. The proposal on a rainy evening outside a favourite restaurant. The wedding day. A significant anniversary. The ordinary moments that only become precious with the passing of time.

All of this is preserved within a private, encrypted digital space connected directly to the jewellery through a unique alphanumeric code discreetly engraved inside the band of a ring, on the clasp of a bracelet or necklace, or on the reverse of an earring.

Years or even decades later, the next generation will not simply inherit an object. They may see the person who wore it, hear their voice, watch them smile, and listen as they explain what the piece meant to them in their own words. It transforms a piece of jewellery from an heirloom into a living family story.

That Legacy Vault, and everything inside it, is designed to be waiting when the piece is eventually passed on. When a son, daughter or grandchild opens the vault, they will not face the silence Philip did. They will not find only an object. They will find a voice. They will find the story. They will find the person who loved the piece, speaking to them directly across whatever years separate them.

“I found out who my mother really was the day I cleared her house,” Philip says. “By then I couldn’t ask her anything. 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.”

He adds:

“I don’t think I would have asked her about the jewellery first. 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.”

The Vault: What It 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. It holds two kinds of story.

The story of the object

De Vere Diamonds believe a symbol of love should never carry uncertainty. The Legacy Vault holds the origin and verified supply chain of the diamond and precious metals, responsible sourcing certification, GIA diamond certification, RJC documentation, the name of the craftsperson who made the piece, and design sketches and making-of detail. Every diamond and precious metal, including Single Mine Origin, Fairtrade and Fairmined gold options, is tracked via blockchain technology, with an unbroken chain of custody from origin to the finished piece.

It ensures that the physical story of the jewellery is as clear and honest as the emotional one.

The human story

The part that disappears first when someone dies. A video message or voice note recorded by the owner. Photographs and video from the proposal, taken on a wet evening outside a favourite restaurant by someone laughing. The wedding, the anniversary, the ordinary days that become precious only in hindsight. A personal message to the person who will one day inherit the piece. The story of the occasion. Family milestones added over decades. A message to the next generation: what to remember, what to know, what to feel.

It is everything Philip wishes he had found when he opened his mother's jewellery box.

The Legacy Vault is hosted on encrypted cloud storage with provision made for its permanence regardless of what happens to the business. It is designed to outlast the company that created it.

Provenance at the Core

De Vere Diamonds is founded on the principle 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. The company's provenance framework ensures that the ethical truth of a piece is as intact as the emotional truth preserved in the Legacy Vault.

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.

A Universal Story

Philip's experience, discovering a parent's hidden life too late to ask about it, then losing even the objects that pointed to it, is an extreme version of something almost everyone has known.

Anyone who has cleared a parent's house has held an object they don't fully understand. Anyone who has inherited something precious has felt the quiet grief of realising the meaning behind it, the story, the context, the voice that could have explained it, is already gone.

The Legacy Vault exists so that the next generation does not inherit only questions.

"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."

Notes to Editors

- Philip De Vere is available for press interview and will speak openly about his mother's life, his experience of homelessness, the loss of those objects, 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 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 people who loved it, preserved for the generations who will one day inherit it.

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