



Press Kit 2020  
English Version

## **Company Name**

DDNA

## **Based in**

Amsterdam

## **Our Mission**

We capture identity in timeless forms, creating jewelry with meaning that becomes the ultimate celebration of life.

## **Our Collections**

We offer curated jewelry collections designed by young, inspiring artists & designers

## **What makes us unique**

We create the ultimate personalization by making use of a DNA driven design method. Be the designer. Let your genetic markers shape your unique jewelry.

## **We stand for**

Diversity & Self-expression  
Responsibly sourced & mindfully made jewelry  
Innovation & Craftmanship

## **Find us at**

[www.d-d-n-a.com](http://www.d-d-n-a.com)  
@ddnajewelry

## **Photography**

Myrthe Giesbers



creating jewelry with meaning  
that becomes the ultimate  
celebration of life

Subject: DDNA Press Kit  
2020

Dear Reader,

It is our pleasure to invite you into the world of DDNA. A world in which jewelry becomes the ultimate celebration of life and stories find their way into future generations.

Being a family company, we value true en personal connection in everything we do. With a heritage in antiques and remembrance objects we found that the emotional connection we form with jewelry often transcends the object itself. It is this connection we have with jewelry and ultimately life that inspired us to start DDNA.

Together with inspiring designers we create collections that aren't led by fleeting trends but instead show the unique visual artistry of the designer. This results in a personal and diverse design approach in which our customer can continuously discover and explore.

Beyond this lies an even more personal story.

With generations of knowledge in remembrance jewelry we want to shift focus towards the celebration of life and its true essence; DNA. We are fascinated by the fact that these tiny molecules code our existence, and form our identity. Out of this fascination we created an intricate DNA driven design method by which we can offer the ultimate personalization of your chosen jewelry.

DDNA truly is an expression of our views, wishes and believes and we can't wait to share it with all those singularly unique people that will cross our path. Let's celebrate life together!

\*If you would like to receive the images presented in this press kit in high resolution format, please send us an e-mail at [contact@d-d-n-a.com](mailto:contact@d-d-n-a.com).

Please feel free to contact us with any further questions or requests.

Warm regards,

The DDNA family





# Continuing a Legacy

Being the fifth generation to continue the family-line within the jewelry business, DDNA was founded to shift focus and contribute to the innovation of the jewelry industry. As a family business we are powered by our connection and driven to tell stories. Initially founded as DutchDNA, we took time to carefully craft our story, visualize our ideas and truly discover who we are. This journey had led us to become DDNA.

“As the youngest member of the family, I am grateful to lead and continue a legacy that values true craftsmanship and service but also celebrates uniqueness and the connection with ourselves and loved ones. Trained as an actor and raised in an open minded art loving family, telling stories has always been a huge part of my life. I see it as a natural extension of my craft to do so within DDNA.”

Giulia Wolthuis  
Chief Executive Officer

# Curated Core Collections

The DDNA homebase is formed by our core collections. For each of these collections, we curate and collaborate with inspiring artists and designers to visualize uniqueness. Each designer brings their own personal style and visual artistry to a collection(s) on which our customer can base their unique personalized piece.

Our first collaboration showcases the work of Frank Tjepkema - studio Tjep. His thought provoking work reflects on contemporary society and is characterized by a modern and detailed approach.

Through our curated collaborations, DDNA wants to inspire a more personal and dynamic world in which our customer can continuously explore and discover.

# Ultimate Personalization

“The reason for wearing a jewel that was once worn by a loved one, isn't merely because you think it is beautiful but because you have an emotional connection to it. Objects become extensions of ourselves, they live on.”

It is this connection that forms the foundation of DDNA. For as long as we can remember, jewelry has always been an important part of human culture. Nowadays it still serves as a carrier of stories and a way to express oneself. DDNA goes beyond expressing but captures identity in timeless forms.

We offer the ultimate personalization by making use of a DNA driven design method. DNA analysis makes it possible to read the unique genetic markers which define you. They can be seen as our identity and translates in who we are, where we are from and where we are going.

DDNA collaborates with state of the art research laboratory Verilabs to acquire your unique genetic markers. We use these markers to guide the creation of a piece which reflects you. In other words, your DNA will influence the shape of your chosen core collection piece, resulting in a one of a kind jewel.

“What is more personal than letting DNA guide the creation of a truly unique piece that reflects you or your loved ones?”

# Sustainable & Ethical

At DDNA we produce 100% conflict free and ethical jewelry. Therefore we are making sure that every step in the journey of our product contributes to a better world. We stand for true craftsmanship, starting with responsibly sourced high-quality raw materials and continues through the creation of the final piece of jewelry.

We aim to be as transparent as possible when it comes to the origins of our materials and carefully selected our partners, making sure that they meet the highest standards. To ensure outstanding quality and service, all of our jewelry is made to order at our atelier in Antwerp, known to be the diamond capital of the world.

DDNA wants to promote conscious purchasing and therefore contribute to the quality over quantity mentality. Each of our pieces are made as carefully crafted celebrations of life to hold on to and pass on to the next generation.







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# JEWELRY

DDNA's jewelry is about connections: between yourself and the object, between yourself and your loved ones, between you and the design.

The designs celebrate life by visualizing DNA. Therefore our jewelry can be the answer to any occasion whether you want to create a friendship or family piece, engagement ring, or a remembrance, it is all possible.

## DDNA® Core Collection

For our core collection we collaborate with inspiring designers, who will create jewelry which is an interpretation of DDNA's essence through their own visual artistry. These designs form the foundation on which you can build your truly unique piece. By using your DNA, we guide the creation of a piece that reflects you.







## **Blossom**

Blossom shows refined femininity through detailed craftsmanship. Named after the flowering part of a plant, this collection captures the time of the year when the air is perfumed with the scent of blossoming nature, celebrating flourishing life.















## Reflection

This beautifully gleaming collection anchors two fluid layers at the core. Showcasing pure artistry in a timeless and charismatic way. Inspired by our constantly evolving lives, the pieces offer a quiet moment of reflection.



















## Flow

The Flow collection expresses continuous fluidity, energy and vitality. The ripples capture the flow of life, giving a contemporary edge to a classic and sensual design.





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