

# Discovering the Bear Grylls of the Diamond World: An Exclusive Interview with Neil Duttson



In the elite world of high-end jewellery and precious gemstones, Neil Duttson has built a reputation as one of the most revered diamond specialists, known for his fearless approach to sourcing rare gems. Often referred to as the “Bear Grylls of the diamond world,” a title he wears with both pride and humility, Neil’s relentless quest for the world’s most extraordinary stones has earned him a dedicated clientele ranging from first-time buyers to seasoned collectors.

While Neil finds the nickname slightly embarrassing, it holds deep significance—both he and his children admire Bear Grylls as a hero. More likely to pull you a pint than a glass of champagne, Neil brings a down-to-earth

authenticity to his work, proving that luxury doesn’t need to be pretentious.

At *\*Duttson Rocks\**, Neil offers bespoke jewellery services tailored to all budgets, ensuring that every piece reflects his commitment to craftsmanship, ethics, and rarity.

Life Magazine sat down with Neil to explore his adventurous world—from sourcing coloured stones in far-flung regions to creating meaningful designs for his clients.

**Life Magazine:** Neil, you’re often called the “Bear Grylls of the diamond world.” How did

“Like Bear Grylls navigating the wilderness. I navigate the intricate and often challenging world of diamonds, always on the hunt for something special”



**you earn that adventurous title, and how do you feel about it?**

**Neil Duttson:** (Laughs) It’s funny, isn’t it? Honestly, I’m a bit embarrassed by the nickname, but I’m also really honoured. Bear Grylls is a bit of a hero to me and my kids, so it feels special. I think the name comes from the way I approach sourcing diamonds. I go to some of the world’s most remote and unusual places, hunting for rare coloured stones that you won’t find anywhere else. It’s about that sense of adventure—pushing boundaries, taking risks, and finding the extraordinary.

**Life Magazine:** Your work focuses on rare coloured stones. What draws you to these particular gems?

**Neil Duttson:** It’s all about their uniqueness. Coloured stones are incredibly rare and each one has its own character. They’re like nature’s little pieces of art—one-of-a-kind creations. I love the idea that no two are ever the same, so when I find a stone, I know I’m holding something entirely unique, something with a story to tell. That’s what excites me the most—turning these treasures into meaningful pieces for my clients.

**Life Magazine:** You’ve been described as a “connoisseur of beauty” in your field. How does that reflect in your bespoke designs?

**Neil Duttson:** For me, it’s about understanding the person behind the purchase. I work closely with each client, no matter their budget, to create something deeply personal. Whether it’s a small engagement ring or a one-of-a-kind necklace, the process is the same. I make sure the piece not only reflects the client’s style but also resonates with their personality. Every stone I choose, every design element is a piece of their story.

**Life Magazine:** You’ve worked with major media outlets like the BBC and Al Jazeera. How has this exposure impacted your career?

**Neil Duttson:** It’s been great for reaching new audiences. Appearing on those platforms has allowed me to share my passion for ethically sourced diamonds and the importance of buying from a trusted jeweller. It’s helped spread the word about what we do at Duttson Rocks, and has given people confidence that they’re getting the best, whether they’re making a small purchase or investing in something bigger. ▀





**Life Magazine:** Ethical sourcing is at the heart of your business. Can you share more about that?

**Neil Dutton:** Absolutely. The diamond world can be murky when it comes to ethics, but I've always believed that you can't put a price on integrity. Every diamond we source is conflict-free, and we have strict standards to ensure that what we sell has a positive impact on the world. My clients trust me to deliver on quality, but just as importantly, they trust me to do it the right way.

**Life Magazine:** What's next for Dutton Rocks? Any exciting projects on the horizon?

**Neil Dutton:** I'm always on the lookout for new treasures. We're expanding our collection of Argyle pink diamonds, especially now that the Argyle mine has closed, making these stones even rarer. I'm also working on some bespoke pieces for clients that combine really unusual coloured stones, pushing the creative boundaries. But whatever the project, my focus remains the same: finding the best stones and creating something timeless.

**Life Magazine:** Finally, what's your advice for someone looking to invest in diamonds?

**Neil Dutton:** Always go for rarity and uniqueness. A diamond or coloured stone with rare

characteristics will always appreciate in value. But more importantly, work with someone you trust. Diamonds are an investment, sure, but they're also about celebrating life's special moments, and you need someone who understands both. Whether you're spending a few thousand or much more, you deserve the same level of care and expertise.

**A LEGACY OF ADVENTURE AND CRAFTSMANSHIP**

Neil Dutton's life is a testament to his dedication to the extraordinary. From the wild landscapes where he sources his rare coloured stones to the bespoke masterpieces he creates in his London studio, Neil's journey is one of passion, integrity, and relentless pursuit of excellence.

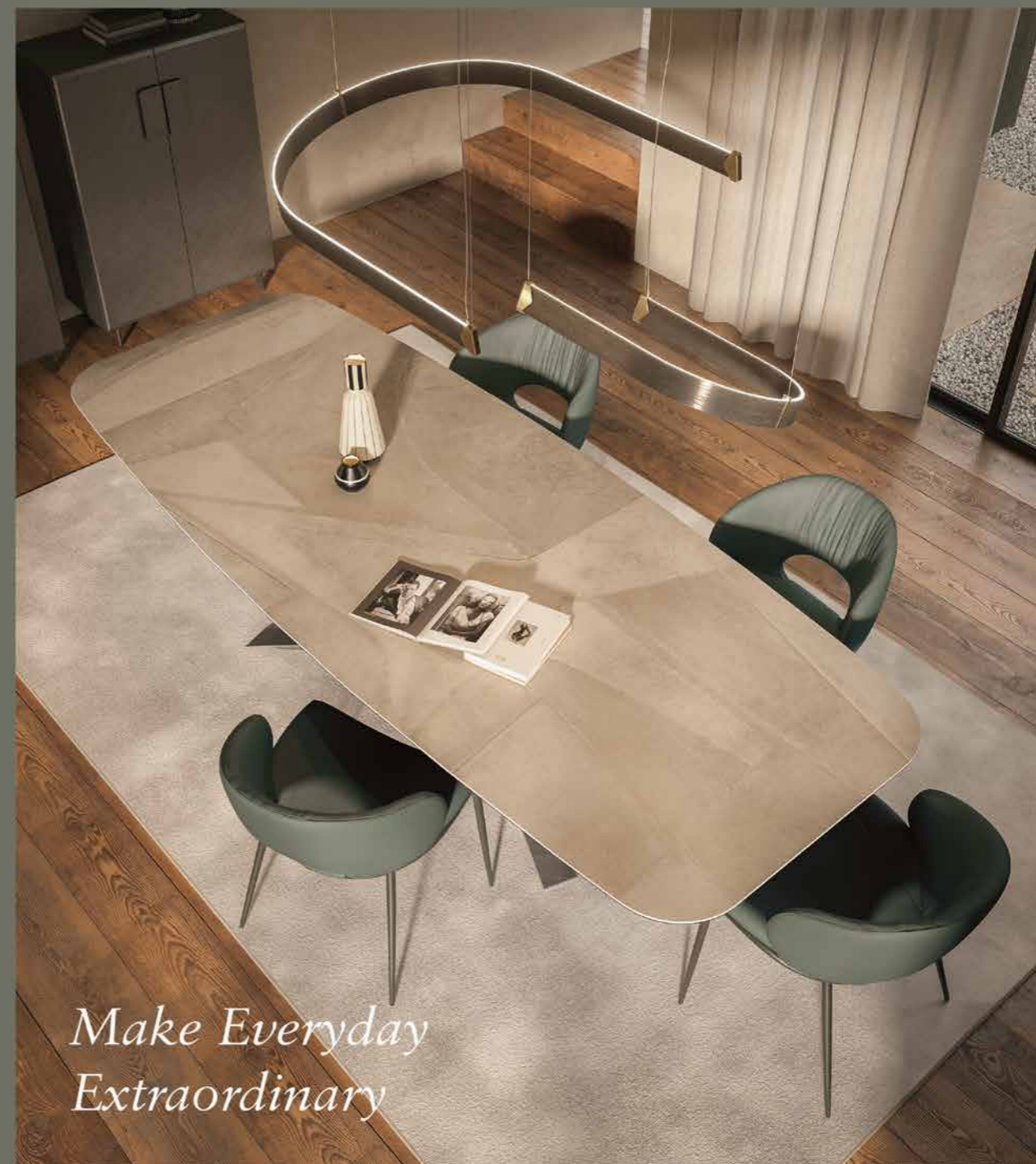
For those lucky enough to own a Dutton creation, they hold not just a piece of jewellery, but a story—one that blends adventure, rarity, and the timeless connection between nature and art. In Neil's world, luxury isn't about exclusivity; it's about making something personal, meaningful, and built to last. ■

"In an industry where ethics can sometimes be overlooked, I've made it a point to ensure that every diamond we source is conflict-free and ethically traded"



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