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Lab-grown diamonds

Newer players and new collections continue to enter Lab Grown Diamond sector

By BDI Contributor - Oct 20, 2019



[Image Courtesy: Star Carat, SK Jewellery]

Lab Grown Diamonds have come a long way. As they continue to garner more public and trade acceptance, both Lab-grown diamond and Mined diamond sectors are [pushing each other](#) thus disrupting the entire diamond industry for better. And rightly so. There is also no stopping to the number of ventures entering the Lab Grown Diamond sector – whether new entrants or traditional players. Besides, new Lab-grown diamond jewelry collections are also on the rise. Here is a latest roundup.

SK Jewelry Group launches Lab-grown diamond brand – Star Carat

Singapore-based [SK Jewelry Group](#) has launched a Laboratory-grown (LGD) diamond brand – [Star Carat](#). The brand will be available online on 'Star Carat Shop' – an ecommerce supported by social media channels. The brand will also be available in the group's physical formats – [Love & Co.](#) and [SK Jewellery](#). The group has become the first jewelry chain in the region to sell Mined diamonds and Lab-grown diamonds alongside each other. Available at [50 percent lower price](#) than mined diamonds, and graded by [IGI \(International Gemological Institute\)](#), Star Carat's LGD are aimed at millennials.

Stuller launches Lab Grown Diamond jewelry collection

Jewelry manufacturer [Stuller](#) who is making in-roads in the Lab-grown diamond sector, has launched a new full-scale [LGD jewelry collection](#) – [Modern Brilliance](#). A member of [IGDA \(International Grown Diamond Association\)](#), Stuller had introduced Lab-grown diamonds in 2016, but with rising demand and to give consumers a choice, the company has launched a Lab-grown jewelry collection comprising of more than [50 finished styles](#) spanning earrings, necklaces, rings and bracelets and available in 14k white, yellow and rose gold metal.

Great Heights offers full customization of Lab-grown diamonds

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A Direct-to-Consumer, AI (Artificial Intelligence) driven fine jewelry brand – [Great Heights](#), is offering full [customization of Lab-grown diamonds](#) through its proprietary tool "Guide Me" allowing consumers to choose Cut, Color and Clarity of the diamonds and select from numerous styles to design their dream ring. Integrating CGI (Computer-generated Imagery) technology, also used in award winning *GoT* (*Game of Thrones*) series, the platform shows 360-degree dynamic views of customization process to consumers, stimulating what they would see in stores. Providing [100 percent conflict-free](#) Laboratory-created diamonds, the brand is setting a new standard in customization. Great Heights is co-founded by [Ryan Bonifacino](#) (President) and [Alexander Weindling](#) (CEO), who is also the Founder and CEO of [Clean Origin](#) – another Lab-grown diamond brand.

De Beers' Lightbox to be sold at brick-and-mortar jewelry stores

Available till now only online and in few pop-up outlets, De Beers' Lab-grown diamond brand – Lightbox will now be [sold at brick-and-mortar jewelry stores](#) of Bloomingdale's and Reeds Jewelers. The debut to being this month is actually a trial-run for 6 months, and depending on the response, Lightbox may choose to expand its distribution. The collection consisting of pendant necklaces, stud earrings, bracelets and stacking rings with white, pink and blue Lab-grown diamonds, will be sold at Bloomingdale's flagship store at 59th Street in New York City and its San Francisco store, and at [30 jewelry stores](#) of Reeds Jewelers mostly in the southeast region.

TAGS	Alexander Weindling	Bloomingdale's	CGI	Clean Origin	Computer-generated Imagery	De Beers
Diamonds	Great Heights	Guide Me	IGDA	IGI	International Gemological Institute	
International Grown Diamond Association	Jewellery	Jewelry Manufacturer	Lab Grown Jewelry			
Lab-grown diamond	Lab-grown diamond jewelry	Lab-grown diamonds	LGD	LGD jewelry	Lightbox	
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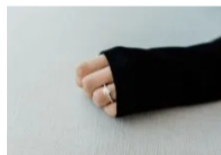
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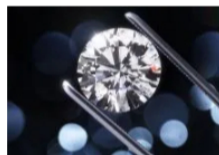
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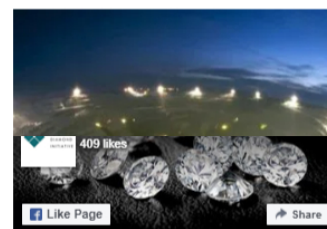


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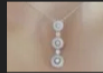
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