

SK Jewellery Launches A Line Of Lab Grown Diamond Products



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A new brand launched by SK Jewellery, Star Carat Shop offers a line of lab grown diamond products which aims to provide shoppers with more options in attaining a greater sparkle at the same investment

SINGAPORE, SINGAPORE / ACCESSWIRE / November 18, 2019 / With the launch of Star Carat Diamond, SK Jewellery aims to target millennial shoppers and provide consumers with more choices of attaining a greater sparkle for the same investment. The new brand's product line features [lab grown diamonds](#), which are affordable alternatives to mined diamonds. By reaching out to changing consumer preferences today, Star Carat is offering a mix of quality, value and sustainability - setting the brand apart from the traditional diamond market.



NEW ALTERNATIVE TO MINED DIAMONDS

The concept of conscious luxury is growing among Asia consumers. Today, shoppers want to be more well-informed and seek better value in their purchases, and lab grown diamonds are aligned with those needs.

Cultivated using state-of-the-art technology, there are two methods of creating diamonds in the lab - the high-pressure, high-temperature (HPHT) method and chemical vapour deposition (CVD) method. Both start with a diamond seed; the HPHT method recreates the Earth's geological conditions that form natural diamonds, while CVD method uses heated hydrocarbon gas that is ionised before forming a raw diamond.

Both methods result in lab grown diamonds which are made out of carbon, just like their mined counterparts. They comprise carbon atoms which are arranged in the characteristic diamond crystal structure. They also share the same chemical composition, as well as optical and physical properties of a mined diamond.

As a testament to their quality, Star Carat lab-grown diamonds come with international certifications and authentication by the International Gemological Institute (IGI). They are graded based on the same specifications and criteria as mined diamonds, assuring quality to consumers.

PROVIDING CONSUMERS WITH A CHOICE



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