

JEWELRY

Ada Diamonds looks toward jewelry disruption with San Francisco showroom

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Ada Diamonds specializes in lab-grown jewelry. Image credit: Ada Diamonds

By STAFF REPORTS

Silicon Valley-based Ada Diamonds, which produces laboratory-created stones, has opened its first showroom in San Francisco.

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The luxury fine jewelry showroom claims to be the first to feature solely grown rather than mined diamond pieces. Considered a disruptor to the traditional diamond business, Ada Diamonds is surrounding itself by players changing the game in other fields.

Tech meets touch

Ada Diamonds timed its appointment-only showroom opening to coincide with Ada Lovelace Day on Oct. 9. The namesake computer programmer, largely credited as the world's first in the field, is a symbol of the progress made in STEM education for women.

Lady Ada Lovelace was also the basis for Ada Diamonds' name.

At the boutique, consumers can purchase made-to-order lab-grown jewelry. The pieces combine craftsmanship, technology and sustainability.



Ada Diamonds' San Francisco showroom. Image credit: Ada Diamonds

Situated in the same building as Uber's headquarters, 888 Brannan Street, Ada Diamonds' showroom is also in the same neighborhood as other disruptive forces such as Twitter and Craigslist.

"Ada Diamonds is proud to open our first showroom in the heart of San Francisco and excited to offer Bay Area residents superior diamonds, jewelry and client service," said Lindsay Reinsmith, co-founder and director of sales at Ada Diamonds, in a statement. "The word 'disrupt' gets bandied about far too much in the Silicon Valley these days, but if there is one industry that should be disrupted, it's the diamond mining industry."

As consumers search for brands offering transparent business practices, those pioneering alternative manufacturing processes that lessen environmental and social impact may cause disruption to specific sectors such as fine diamond jewelry.

Diamond sourcing, in particular, is often called into question due to concerns of environmentally harmful mining practices paired with alleged social injustices of those working in the mines. As consumers become increasingly aware of these issues, many have opted to steer clear of diamonds, especially the millennial demographic, as they do not wish to purchase or support anything that may weigh on their conscience ([see story](#)).

Morgan Stanley noted that lab-grown diamonds may challenge the \$14 billion diamond industry. The firm predicts that grown diamonds may represent 7.5% of the overall diamond industry by 2020.

"While the majority of Ada's business will always be ecommerce sales, Ada Diamonds plans to open more private showrooms in select cities around the world in the years ahead to meet demand," said Jason Payne, co-founder and CEO of Ada Diamonds. "Around the world, sophisticated consumers are choosing manmade diamonds over dirt diamonds."