

JEWELRY

Lightbox picks New York for premier pop-up

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Lightbox is popping up for the holidays. Image credit: Lightbox

By STAFF REPORTS

De Beers' lab-grown diamond brand Lightbox is branching into bricks-and-mortar with the opening of its first pop-up store.

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On Cyber Monday, the previously online-only jeweler made an offline move, debuting a temporary boutique at the Oculus at Westfield World Trade Center in New York. While consumers have shown a willingness to buy jewelry online, it remains a category that is aided by the in-person shopping experience ([see story](#)).

Going offline

Launched this year, Lightbox focuses on creating sustainable diamonds at a more affordable price than their mined counterparts. The brand's products begin at around \$800 per carat, significantly less than De Beers mined diamonds ([see story](#)).

Lightbox's collection has only been available via ecommerce since its debut in September, making this pop-up the first chance for consumers to view its pieces in person.

Available via the 400-square-foot store are white, pink and blue stones set in silver or rose gold. Styles include pendants and stud earrings.



Lightbox pop-up at the Oculus. Image credit: Lightbox

Within the pop-up, consumers can try on pieces and be guided through the online purchasing process by brand ambassadors. Ecommerce orders placed from the boutique will receive free expedited shipping.

Further bridging online and offline, the pop-up includes a selfie wall.

Up from Nov. 26, the store will be open through Dec. 2.

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