

JEWELRY

## De Beers extends Lightbox brand to bricks-and-mortar

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*Lightbox is expanding into wholesale. Image courtesy of Lightbox*

By STAFF REPORTS

British diamond group De Beers is testing selling its lab-grown Lightbox jewelry in stores.

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Since its launch in 2018, Lightbox has been solely sold via direct-to-consumer ecommerce, but De Beers is kicking off a bricks-and-mortar trial this month at select Bloomingdale's and Reeds Jewelers locations. This extension into wholesale follows Lightbox's physical pop-ups, which showed a consumer interest in seeing the pieces in person and having discussions prior to purchase.

### Wholesale test

Lightbox sells lab-grown diamonds at a set linear price of \$200 per quarter carat, or \$800 per carat. The brand is centered on fashion jewelry such as earrings, necklaces and stacking rings, rather than pieces such as engagement rings.

The diamonds are made in white, blue and pink variations.

Last holiday season, Lightbox branched into bricks-and-mortar with the opening of its first pop-up store.

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.

While consumers could view pieces through the pop-up, any purchases were made through the brand's ecommerce site ([see story](#)).

Now Lightbox is launching a more permanent bricks-and-mortar test.

Bloomingdale's will be retailing Lightbox pieces at its 59th Street store in New York and its location in San Francisco. Meanwhile, Reeds Jewelers will be selling Lightbox diamonds in 30 of its stores, which are mostly located in the southeastern U.S.

In addition to the bricks-and-mortar presence, Lightbox will be retailing on both chains' ecommerce sites.

Creating a differentiation between Lightbox and natural stones, the lab-grown pieces will be displayed separately with branding that indicates that they are not mined diamonds.

Turn up the heat.



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Say hello to lab-grown diamonds.  
Grown at temperatures almost as hot as the sun.  
Science makes it happen. You make it hot.

 1/4 CARAT \$200	 1/2 CARAT \$400
 3/4 CARAT \$600	 1 CARAT \$800

\*MSRP. All prices exclude cost of setting, which is required with purchase. Diamond weights are not exact, please check Lightboxjewelry.com for details.

**LIGHTBOX**  
LABORATORY-GROWN DIAMONDS

Lightbox advertisement. Image courtesy of Lightbox

"Bloomingdale's has always been proud to offer our customers fashion-forward and high quality jewelry," said Charles Leavy, vice president and divisional merchandising manager of fine and fashion jewelry at Bloomingdale's, in a statement. "We're excited to introduce our shopper to Lightbox's pink and blue laboratory-grown diamonds as it represents the style and substance our customers expect when shopping with us."

Supporting the wholesale launch, Lightbox will be running a multichannel campaign that spans digital, social media, out of home and events.

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