

JEWELRY

Lightbox becomes first lab-grown diamond brand on Blue Nile

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De Beers' Lightbox is the first lab-grown diamond brand to debut on Blue Nile. Image credit: Blue Nile

By LUXURY DAILY NEWS SERVICE

De Beers' lab-grown diamond brand Lightbox is opening a new manufacturing facility, as it enters into a new partnership with an ecommerce player.

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Lightbox's new manufacturing lab is located outside of Portland, Ore. and will produce approximately 200,000 carats annually once fully operational. The brand's "Grown in the USA" lab-grown diamonds will also be featured in an exclusive fashion jewelry collection for online retailer Blue Nile.

"Manufacturing lab-grown diamonds in the U.S. was a goal from the beginning and we are so proud to have achieved it with this state-of-the-art laboratory in a region that has become a hub for advanced industries," said Steve Coe, CEO at **Lightbox**, in a statement. "With this facility and our ground-breaking partnership with Blue Nile, we have an incredible opportunity to grow our business, improve consumer education and further establish Lightbox as the leading lab-grown diamond jewelry brand."

Blue Nile x Lightbox

About 60 full-time engineers, technicians and administrative employees will work out of the two-story \$94-million facility, which was designed by Chicago-based architecture firm Sheehan Nagle Hartray.



Lightbox opened a new manufacturing lab in the U.S. Image credit: Lightbox

The opening comes as the brand makes its debut with online jewelry retailer, Blue Nile. Lightbox is the first lab-grown diamond brand to retail on the site in its 21-year history.

The Blue Nile x Lightbox exclusive collection includes earrings, pendants, bracelets and rings. The jewelry features the lab-grown diamonds, created in blush pink, pale blue and white, set in 14K white or yellow gold.

Lightbox's Blue Nile jewelry retails at \$600 and up.

De Beers began selling its lab-grown Lightbox jewelry which launched in 2018 exclusively on direct-to-consumer ecommerce in stores last fall. A bricks-and-mortar trial at select Bloomingdale's and Reeds Jewelers locations followed Lightbox's physical pop-ups ([see story](#)).

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