

JEWELRY

## Lusix goes 100pc solar-powered in diamond production

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*Lusix is now fully solar-powered. Image credit: Lusix*

By LUXURY DAILY NEWS SERVICE

LVMH-backed lab-grown diamond (LGD) producer Lusix has announced that its entire diamond-growing operation is 100 percent solar-powered.

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By launching Sun Grown Diamonds, Lusix has become the first producer of lab-grown diamonds fully produced by the power of the sun. This move marks another step in the company's strategy toward more sustainable practices and encouraging lab-grown diamond adoption in the jewelry space.

"Lusix is firmly committed to pushing the boundaries of both technology and sustainability," said Benny Landa, chairman and founder of Lusix, in a statement.

"The diamond growing process is highly energy-intensive, so by employing 100 percent solar power, Lusix is contributing significantly to the reduction of emissions in the diamond industry, helping to protect our planet for future generations.

**Power of the sun**

The entire company, including all of its diamond growing operations, is now fully powered by a dedicated 30-megawatt solar farm situated in southern Israel, ensuring that all energy consumption is 100 percent accounted for by solar power.



*The company just completed a major fundraising round with the help of LVMH as lab-grown diamonds gain momentum in the luxury jewelry space.  
Image credit: Lusix*

This milestone in lab-grown diamond production supports the company's mission to sustainably produce quality lab-grown diamonds.

Lusix will supply its solar-powered lab-grown diamonds under the commercial name "Sun Grown Diamonds."

"Being the first company to power its entire diamond growing operation with solar energy, we are setting new sustainability standards and are making a very powerful statement: lab-grown diamonds of even the very highest quality can be produced sustainably, meeting an ever-increasing consumer desire for luxury goods that are thrilling to own and sustainably created," Mr. Landa said.

Just last week, Lusix completed a fundraising round of \$90 million from French luxury conglomerate LVMH and other high-profile investors.

The LGD company will use this recent investment to fuel its growth initiatives, including the expansion of its manufacturing facility in Israel with a second 100 percent solar-powered facility. Investment from major luxury players like LVMH, Ragnar Crossover Fund and more marks a significant step for the lab-grown diamond industry ([see story](#)).

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