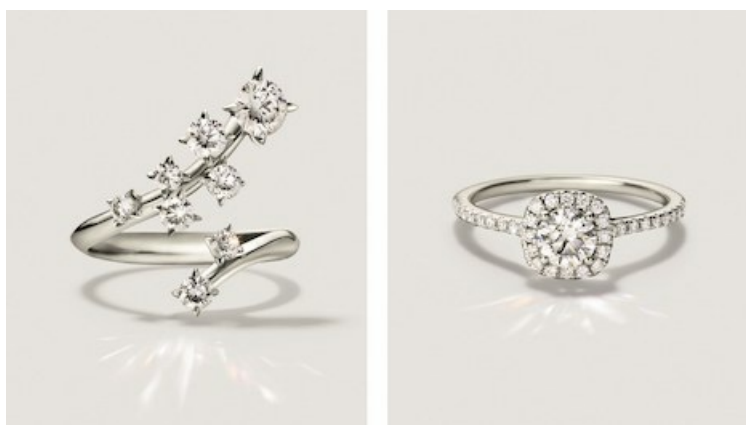


JEWELRY

Swarovski, targeting eco market, goes from crystal to diamonds with new lab-grown line

October 25, 2022



Swarovski's foray into lab-grown diamonds is line with a growing trend among jewelers targeting consumers seeking eco-friendly products. Image courtesy of Swarovski

By LUXURY DAILY NEWS SERVICE

Swarovski, an Austrian brand known the world over for its luxe crystal creations, is moving into a higher-end jewelry market with its new line of lab-grown diamonds aimed at the United States market.

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Swarovski Created Diamonds will be sold in 200 stores across the United States and Canada and will be available online at [swarovski.com](https://www.swarovski.com) starting in November. Buoyed by a successful pilot across certain parts of the U.S., Swarovski enters a market eyed increasingly by established jewelers targeting eco-conscious consumers buying lab-grown diamonds.

"Swarovski's brand equity, unique savoir-faire and artistry give us the legitimacy to enter the fine jewelry market," said Alexis Nasard, CEO of Swarovski, in a statement.

Crystal-clear strategy

While created diamonds have been part of Swarovski's brand collaborations since 2016, the brand is finally entering the fine jewelry market full on part of its LUXignite strategy to expand further into the luxury retail sphere.

Known for its craftsmanship and iconic designs since 1895, Swarovski calls its new line the "diamonds of the future."

The **initial collection of earrings, rings, necklaces and bracelets** all feature Swarovski Created Diamonds set in 14-karat gold, 18-karat gold and sterling silver.

Formed layer-by-layer from a carbon "seed" in a laboratory, the diamonds are identical to the naturally-occurring mined version in chemical, physical and optical properties everything but their origin.

The gems are then cut and polished with Swarovski's craftsmanship.

The company is also offsetting the energy used to produce the diamonds to make the entire process certified

climate neutral.

Sales exceeded expectations in a pilot program that tested key markets in the U.S.

"We look forward to delighting more customers with the ultimate combination of creativity and materials, through our created diamonds," Mr. Nasard said.

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