

JEWELRY

Swarovski announces global expansion of lab-grown category

September 1, 2023



A new lab-grown line will roll out this month. Image credit: Swarovski

By LUXURY DAILY NEWS SERVICE

Austrian crystal and jewelry designer Swarovski is making its fine jewelry available to a wider swath of consumers.

The jeweler is expanding its "Created Diamonds" lab-grown collection, formerly exclusive to the United States and Canada, now entering new markets including China, Italy, Korea, Japan, the United Kingdom, Australia, France, Germany, Austria and the United Arab Emirates. As a partnership with the certifying body for Swarovski's made-made gems, the International Gemological Institute (IGI), kicks off, a new product line is set to arrive in-store this fall.

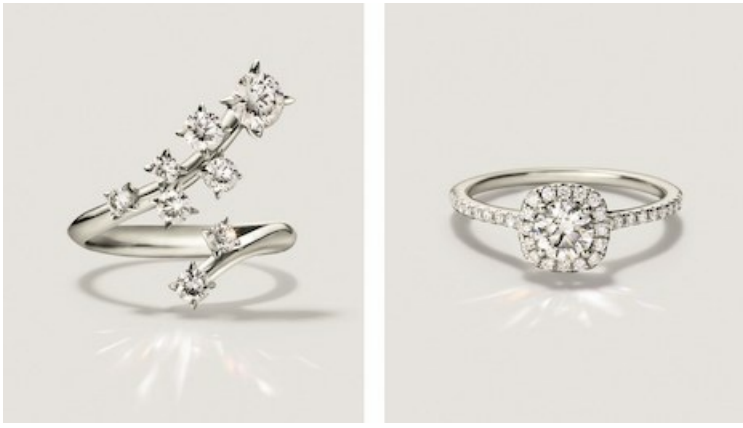
"Lab-grown diamonds will play a significant role in the future of the diamonds category, and they represent a strategic growth category for Swarovski," said Alexis Nasard CEO of [Swarovski](#), in a statement.

"Our partnership with IGI will guarantee the quality of each stone in our forthcoming Swarovski Created Diamonds collections, enhancing consumer trust and confidence during our global rollout."

Growing the future

Launched B2B in 2016, with a U.S. rollout reaching the states in late 2022 ([see story](#)), Created Diamonds are said to maintain the same properties as mined gems, despite different origins.

Swarovski's partnership with IGI will ensure that the lab-grown diamonds' cut, color, clarity and carat weight meet the high certification standards of the jeweler. An independent company, IGI holds half a century in experience grading jewels.



The collection's entrance into the global market is backed by IGI. Image courtesy of Swarovski

"Swarovski has been renowned for its precision cutting, innovation, and artistry since 1895," said Roland Lorie, CEO of IGI, in a statement

"We are pleased our new partnership will ensure that every single stone is graded and certified according to the 4 Cs of diamond quality."

The collaboration is set to begin with the launch of "Galaxy," Swarovski's first fine jewelry collection to be designed by Giovanna Engelbert, its global creative director since 2020.

The Galaxy collection will be released in the maison's stores across the U.S. and Canada on Sept. 18. Per a statement, Swarovski's soon-to-open 5th Avenue flagship in New York City will also stock the selects upon the retail location's inauguration this fall.

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