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News » Lifestyle » Lab-grown diamond culture taking roots in 2022

Lab-grown diamond culture taking roots in 2022

By - TIMESOFINDIA.COM | Jasmine Dawda | Created: Feb 7, 2022, 23:00 IST

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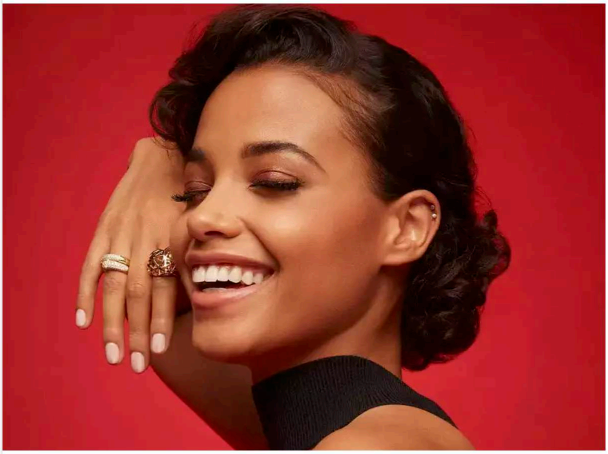

The world's biggest inspirational jewellers are ditching diamonds-au-naturel by pledging towards aligning themselves with millennial spending habits. They are leaning towards carrying forward the lab-grown Diamond culture. It is much more ethical than the natural diamonds though it is lavishly enjoying nearly $64B worth retail market. The industry has been castigated time and again by its practices. This particularly exploits workers, children and local communities.

Mr. Harry Winston who was called "King of Diamonds" founded his company based in America for luxury jewellery of Swiss timepieces in 1932. This New York based jewellery brand is leading the high-end luxury watches and jewels which are studded with precious stones and best quality diamonds. When we talk about diamond jewellery brands and statement pieces, only a handful of brands deserve respect in notice. They are considered well acclaimed for their timelessness and everlasting designs. Cartier, is another luxury jewellery house which has been established in 1847 in Paris. This French luxury goods conglomerate, has had designs for centuries founded by Mr. Louis-François Cartier, which remains under the family control ever since. Recently published in one of the most prestigious fashion portals, former executives of both of these jewellery houses were found betting on recycled gold and lab-grown diamonds. This was done to revive a 160 year-old Paris jewellery favoured by Empress Eugénie and Anna Wintour. It's a big win for the Lab- grown diamonds market trying to prove their worth for quite some time now. At the same time; recycling gold also seems like an idea in need as long as vintage pieces remain intact.

Everything else is rather considered for recycling over consuming more raw materials and digging resources of natural components. Diamond sourcing is notoriously shady and the millennials approaching towards killing another time-honoured tradition continues. Their practice to prevent the planets and preserve its natural minerals stays on track. The revolution of reviving a heritage jewellery inhouse- with Lab-grown diamonds has started with the involvement of Co-CEO De Narp, De Fontenary and creative director De Laage who collectively worked for jewellery brands such as Cartier, Harry Winston and De Beers. They are now relaunching Oscar Massin's collection through the opportunity to put sustainability and traceability at the forefront of its luxury house. They wish to honour Oscar Massin and his legacy which carries its representation in more ethical ways ,says De Naro since Oscar was a real Diamond reformer. He was a pioneer of ground breaking jewellery designers in the 1800 who created the tiara for the queen of Netherlands. He also developed a technique that made metal look like lace. He was an innovator and truly said innovation needs its rebirth all over again in today's time. The planet is fighting for its survival and science is undeniable with its facts of recovery needed on immediate grounds.

Oscar's love of nature comes through his designs and it's only fair to revive, represent and re-honour his 180 years old legacy in new codes through Lab-grown diamonds and embracing it with highest of its quality.

These experts and leaders of luxury jewellery are marching head-high and positioning themselves as forward thinkers in the jewellery space by opting to remove mining from equation which is desperately needs to be acknowledged. Recently another jewellery brand Pandora has announced Lab-grown diamonds being produced using 60% renewable energy.

They are hoping they bump up that number to 100% by 2025. Despite this complexity jewellery companies are having, they are responsible to ensure that their businesses do not contribute to human rights abuse at any point in their supply chains. Under the United Nations Guiding Principles on business and human rights, an international standard on human rights responsibilities of these high end jewellery brands, their businesses need to be put in place. Some real good initiatives are taking place for consumers to encourage and choose industry's very genius minds crafting their very best.

End of the article

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