

SK Jewellery Launches A Line Of Lab Grown Diamond Products

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A new brand launched by SK Jewellery, Star Carat Shop offers a line of lab grown diamond products which aims to provide shoppers with more options in attaining a greater sparkle at the same investment.



November 14, 2019 —

With the launch of Star Carat Diamond, SK Jewellery aims to target millennial shoppers and provide consumers with more choices of attaining a greater sparkle for the same investment. The new brand's product line features [lab grown diamonds](#), which are affordable alternatives to mined diamonds. By reaching out to changing consumer preferences today, Star Carat is offering a mix of quality, value and sustainability – setting the brand apart from the traditional diamond market.

NEW ALTERNATIVE TO MINED DIAMONDS

The concept of conscious luxury is growing among Asia consumers. Today, shoppers want to be more well-informed and seek better value in their purchases, and lab grown diamonds are aligned with those needs.

Cultivated using state-of-the-art technology, there are two methods of creating diamonds in the lab – the high-pressure, high-temperature (HPHT) method and chemical vapour deposition (CVD) method. Both start with a diamond seed; the HPHT method recreates the Earth's geological conditions that form natural diamonds, while CVD method uses heated hydrocarbon gas that is ionised before forming a raw diamond.

Both methods result in lab grown diamonds which are made out of carbon, just like their mined counterparts. They comprise carbon atoms which are arranged in the characteristic diamond crystal structure. They also share the same chemical composition, as well as optical and physical properties of a mined diamond.

As a testament to their quality, Star Carat lab grown diamonds come with international certifications and authentication by the International Gemological Institute (IGI). They are graded based on the same specifications and criteria as mined diamonds, assuring quality to consumers.

PROVIDING CONSUMERS WITH A CHOICE

The Star Carat Diamond line is offering lab grown diamonds that are priced as much as 50% lower than mined diamonds. This can be attributed to savings from mining costs and shorter supply chains.

Shoppers today are looking beyond just designer labels and brands; they want a good deal in what used to carry a hefty price tag, especially diamond engagement rings. Star Carat Diamond presents a new solution that is aligned to the current new age-lifestyle, catering to millennials who are foreign to jewellery purchase as well as those looking for a bigger stone that's lighter on the wallet.

Lab grown diamonds are also appealing to shoppers who question the environmental impact and sustainability of diamond mining. Consumers are increasingly interested in how their products are

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sourced, and this extends to diamonds, one of the most significant and meaningful purchases in life. Since they are created in the lab, lab grown diamonds leave a lesser detrimental impact on the environment and appeal to well-informed customers looking for a more sustainable choice.

Star Carat Diamond is available through its E-Shop, along with a showcase housed in the SK Jewellery headquarters to take consumers on an educational and experiential journey with its lab grown diamonds.

Celebrate the finest moments in life with our Star Carat 1.0 carat diamonds, starting from \$2,999 – now available in Star Carat Shop, SK Jewellery and Love & Co. For shopping at your fingertips, check out <https://www.starcaratshop.com/>.

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Video URL: <https://www.youtube.com/watch?v=a2KC1C3QhIQ>

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