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Verlas Launches 'La Fleur' Lab-Grown Diamond Collection in India

New York-based Verlas introduced its 'La Fleur' collection in India on March 18, 2026, featuring lab-grown diamonds and recycled gold, targeting demand for sustainable, versatile fine jewellery in the market.

Post By : IJ News Service On 20 March 2026 12:29 PM





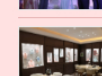


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New York-based fine jewellery brand Verlas has launched its 'La Fleur' collection in India on March 18, 2026. The collection features floral-inspired designs crafted with lab-grown diamonds and recycled gold.

Founded in 2019, Verlas focuses on fine jewellery combining lab-grown diamonds with gold settings. The diamonds used across the collection are graded EF colour and VS–VVS clarity, and each piece is handcrafted by artisans.

The 'La Fleur' collection draws on floral motifs, translating them into diamond jewellery designed for both everyday wear and occasion use. The range includes multiple product categories aimed at offering versatility across price points and usage occasions.

Key pieces include the La Fleur Radiant Luxe Studs, set with 58 round lab-grown diamonds in a floral pavé arrangement. The La Fleur Radiant Luxe Ring features a round centre diamond surrounded by a halo of smaller stones in a floral layout.

The La Fleur Radiant Pendant Necklace incorporates 73 diamonds with a total weight of 0.62 carats, combining a bezel-set centre stone with pavé-set elements. The La Fleur Luxe Blooming Bracelet includes 108 diamonds set across repeating floral motifs.

The collection also includes the La Fleur Golden Petal Diamond Stud Earrings, featuring four gold petals with a bezel-set diamond centre, positioned as an entry-level design for daily wear.

The collection is available in yellow, white, and rose gold, offered in 9K and 14K formats. With this launch, Verlas expands its

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presence in the Indian market, aligning with increasing demand for lab-grown diamond jewellery among consumers.

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Indian Jeweller (IJ) magazine is India's leading jewellery magazine, dedicated to bring the latest news, trends, insights, and innovations from the gems and jewellery industry. Trusted by jewellers, designers, manufacturers, and retailers, IJ serves as a premier platform connecting the Indian jewellery fraternity with global markets. With in-depth features, expert interviews, and coverage of industry events, Indian Jeweller magazine continues to be the most influential voice sharing the triumphs and challenges of the jewellery trade in India.

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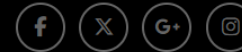
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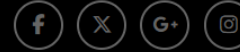
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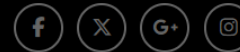
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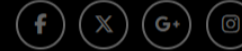
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