

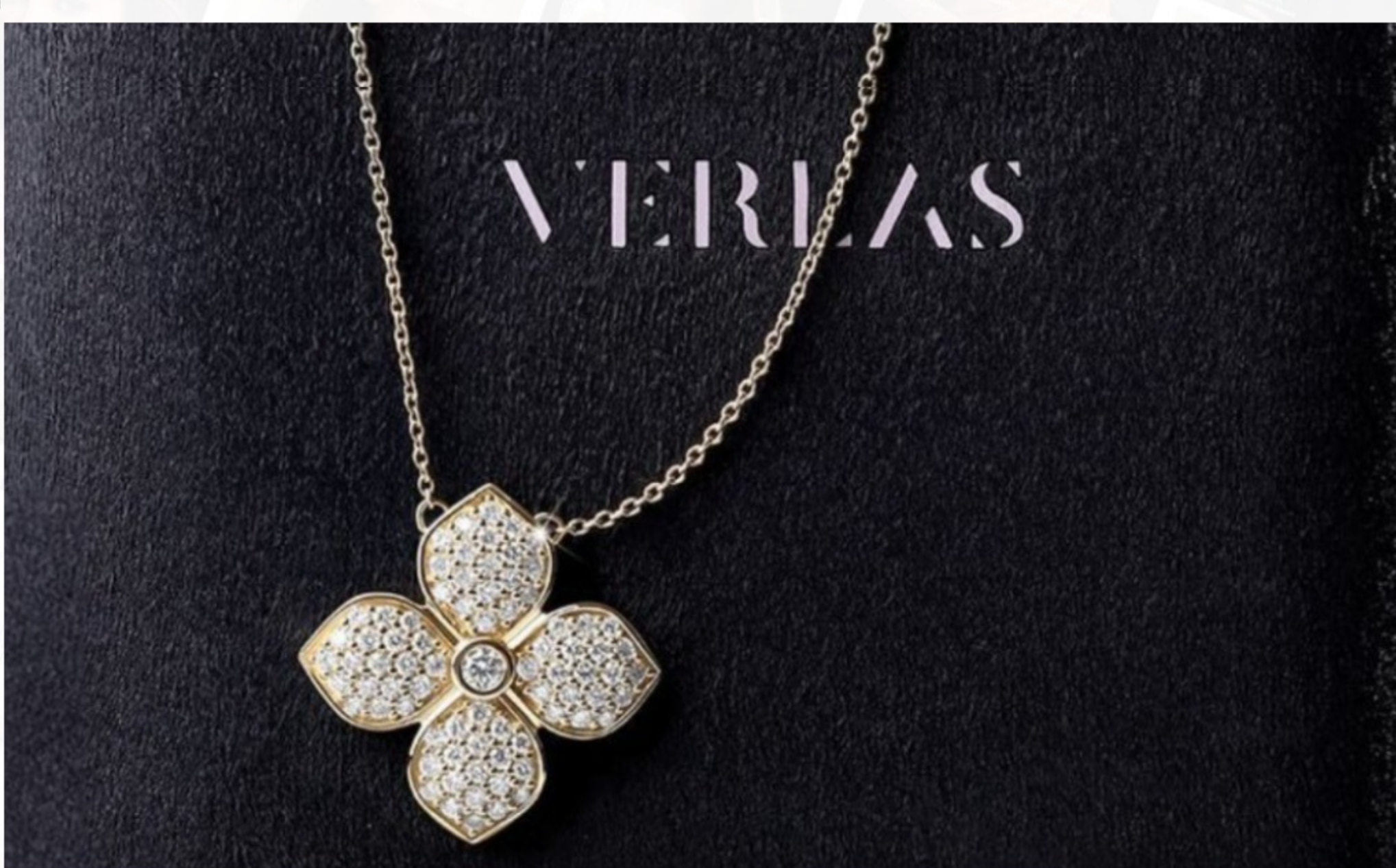
NEW PREMISES

Verlas Brings New York's Next-Gen Diamond Jewellery to India

New York-born, lab-grown diamond fine jewellery brand Verlas is now in India with a luxe, modern, design-led, and digital-first experience in India

Published 4 months ago on February 23, 2026
By JewelBuzz Spread The Buzz

English



Verlas, a New York-born fine jewellery brand, today announced the launch of its India operations, bringing design-led and modern lab-grown diamond jewellery to one of the world's most dynamic jewellery markets. Entering as a **digital-first brand**, Verlas aims to redefine how Indians discover, wear, and value diamonds, moving the conversation beyond wedding lockers to designs crafted for real, everyday life.

Launching at a time when India is emerging as a global leader in **lab-grown diamonds and digital luxury**, Verlas positions itself as a **global, design-led brand** rather than a traditional Indian jeweller. The brand focuses on **clean, minimal, internationally inspired designs crafted in fine gold, using certified lab-grown diamonds to offer fine jewellery that is aspirational yet accessible**. Verlas is built for the generation that shops, researches, and builds trust primarily online.



"India does not need just another lab-grown diamond brand; it needs a global, design-first diamond brand that understands how people actually live, dress, and express themselves today," said the Founder of Verlas. The founder further added that, "Today's Indian consumers are ready for diamond jewellery that fits their lives, not just their lockers. They want elegant, dainty designs they can wear to a meeting, a brunch, a flight, or a dinner date, without waiting for a big occasion. We are entering India not to sell lab-grown diamonds as a novelty, but to show how beautifully designed, certified lab-grown diamond jewellery styles can become part of daily wardrobes."



Our New York design sensibility, combined with India's deep connection to diamonds, allows Verlas to offer something truly new: modern, global luxury made for everyday wear." The aim behind the India launch is to present Verlas as a New York-born fine jewellery brand with a modern lab-grown diamond vision tailored for India. Spotlighting IGI-certified lab-grown diamonds, BIS hallmarked fine gold craftsmanship, and a smooth e-commerce experience that makes buying diamonds clearer and more transparent. Early conversations will centre on India's growing appetite for wearable diamond jewellery, the rise of lab-grown diamonds as aspirational luxury, and how Verlas' digital-first model fits new buying habits.

The brand's credibility is further strengthened by its independent sustainability recognitions, including the **Butterfly Mark from Positive Luxury and SCS Global Services certification**, reinforcing its commitment to responsible sourcing and verified standards. Verlas' entry also taps into a broader shift in the Indian market, where lab-grown diamonds are gaining traction as a responsible, value-driven, and design-forward choice. By normalising lab-grown diamonds firmly within the fine jewellery category rather than as a compromise, Verlas aims to help shape the next chapter of India's diamond story.

source:Verlas

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Published 2 weeks ago on May 29, 2026
By JewelBuzz Spread The Buzz



Marli New York has expanded its retail presence with the opening of a new **flagship boutique on Madison Avenue** in New York City. Located at **785 Madison Avenue**, between East 66th and 67th Streets, the **2,418-square-foot** store marks the brand's second location in New York, alongside its existing boutique at **Hudson Yards**.

Founded in 2014 by **Maral Artinian**, Marli has steadily built a global presence with boutiques across **Europe, the Middle East, and the United States**. The newly opened flagship was designed as more than just a retail destination, offering clients a space to engage more deeply with the brand's jewellery collections and creative philosophy.

Speaking about the opening, **Maral Artinian** shared that the boutique was envisioned as a space where clients can experience **meaningful interactions** with the brand while encouraging creativity, discovery, and personal connection within the Marli universe.

Designed in collaboration with architectural firm **Aranda/Lasch**, the two-storey boutique reflects the brand's commitment to design and craftsmanship, blending modern aesthetics with classic New York architecture.

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