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## Verlas Introduces the 'La Fleur' Collection in India, Celebrating Floral Elegance with Lab-Grown Diamonds

The New York-based sustainable fine jewellery brand unveils a floral-inspired collection designed for modern, conscious luxury.



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New York-based fine jewellery brand **Verlas** has introduced its elegant '**La Fleur**' collection in India, a floral-inspired range crafted with lab-grown diamonds and recycled gold. **Designed to reflect modern luxury with a conscious approach, the collection blends luxury design with Verlas' commitment to sustainability and craftsmanship.**



Founded in 2019, Verlas is known for creating jewelry that combines luxury, timeless design, and expert craftsmanship. Each design features lab-grown diamonds of **EF colour and VS-VVS clarity, set in solid gold and handcrafted by skilled artisans, ensuring both brilliance and responsibility.**

Inspired by the **graceful beauty of blooming flowers**, the **La Fleur collection** translates floral motifs into refined diamond jewellery that feels both contemporary and timeless. Designed for versatility, the designs can transition seamlessly from everyday wear to special occasions, offering understated elegance for the modern jewellery lover.

Among the highlights are the **La Fleur Radiant Luxe Studs**, featuring **fifty-eight round lab-grown diamonds arranged in a delicate floral bezel pavé pattern**, offering effortless sparkle for both day and evening styling. **The La Fleur Radiant Luxe Ring** showcases a round centre diamond surrounded by a **halo of smaller diamonds in a floral silhouette, creating a statement design that remains refined and wearable.**

The **La Fleur Radiant Pendant Necklace**, with **seventy-three diamonds and a total weight of 0.62 carats, brings depth and brilliance through a combination of a bezel-set centre diamond and pavé-set petals.** For milestone occasions, the **La Fleur Luxe Blooming Bracelet**, featuring **108 diamonds set across floral motifs, adds a bold yet elegant touch.**

Completing the collection are the **La Fleur Golden Petal Diamond Stud Earrings**, designed with **four mirror-polished gold petals surrounding a bezel-set diamond – a minimal yet distinctive design suited for everyday elegance.**

Available in **yellow, white, and rose gold in 9K and 14K options, the La Fleur collection reflects Verlas' philosophy of creating jewelry that is beautiful, meaningful, and responsibly crafted.** Perfect for elevating everyday styling as well as creating refined statement looks.

With its growing presence in India, Verlas continues to redefine modern fine jewellery through conscious luxury, timeless design, and a customer-first approach that includes personalized concierge services and lifetime exchange and buyback options.

#'La Fleur' #2026 #Brandbuzz #Jewelbuzz #Jewelbuzz Magazine #Nationalnews #Verlas

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## Prajakta Mali Inaugurates Khandelwal Jewellers (Akola) New Showroom In Jalna

The Company Has Steadily Expanded Its Footprint Across Maharashtra and Continues To Strengthen Its Position As One Of The Leading Jewellery Retailers In The Region



Published 21 hours ago on June 1, 2026  
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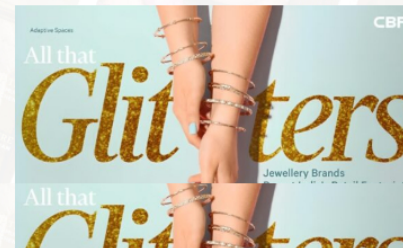


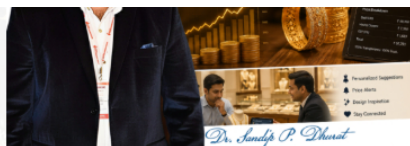


Strengthening its presence beyond Vidarbha and taking a significant step towards regional expansion, **Khandelwal Jewellers(Akola)** inaugurated its ninth showroom at **Aditya Complex, Badi Sadak, Jalna**, marking the **brand's first-ever entry into the Marathwada region**. The grand inauguration ceremony was conducted by renowned Maharashtra actress **Prajakta Mali** in the distinguished presence of **Avinash Gupta**, Vice Chairman, GJC. The event was attended by the promoters of the group, **Nitin Khandelwal and Prabha Khandelwal**, **Ravi Khandelwal and Ekta Khandelwal**, along with prominent jewellers, entrepreneurs, professionals, and distinguished citizens from Jalna and neighboring districts. Present were the sixth generation of the Khandelwal family, including **Harshal Khandelwal, Shaurya Khandelwal, Pratik Khandelwal, Rishika Khandelwal, Pratik Rathi, and Dipika Rathi**.

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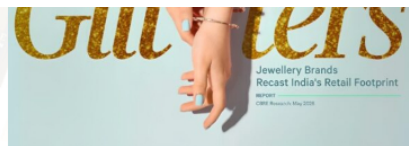
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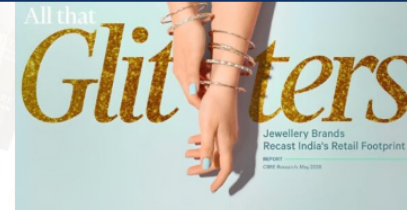
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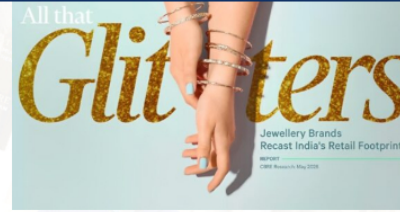
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