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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.

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 jewellery 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 jewellery 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.

Collection Link: <https://verlas.in/collections/la-fleur>



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Where the Trade Comes to Shine



FRESH TARIFF BLOW TO DIAMOND EXPORT HUB SURAT

Diamond exports from India have been hit hard by a new tariff imposed by the US on rough diamonds. The tariff, which is set to take effect from August 1, 2026, is expected to significantly impact the diamond export industry in India, particularly in Surat, which is a major hub for diamond exports.

The tariff is set at 10% for rough diamonds and 5% for polished diamonds. This is a significant increase from the current rates, which are 0% for rough diamonds and 2.5% for polished diamonds. The tariff is expected to lead to a sharp decline in diamond exports from India to the US, which is a major market for Indian diamonds.

The diamond industry in India has been hit hard by the tariff. Many diamond exporters are expected to lose a significant portion of their revenue. The tariff is also expected to lead to a decline in the value of diamond exports from India.

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Mr. K. Srinivasan – Chairman & Managing Director, Emerald Jewel Industry India Limited