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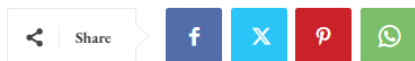
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The New York-based sustainable fine jewellery brand unveils a floral-inspired collection designed for modern, conscious luxury.

March 19, 2026 **Author**

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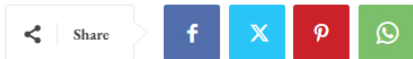
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National, 19, March 2026: New York-based fine jewellery brand Verlas has introduced its elegant 'La Fleur' collection in India, a floral-inspired range crafted with lab-grown diamonds and recycled gold. Designed to reflect modern luxury with a conscious 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

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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.

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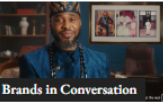
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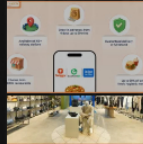
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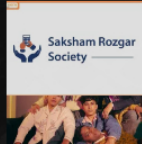
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