

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



# India, Celebrating Floral Elegance with Lab-Grown Diamonds

BY SVAR MEDIA NETWORK — MARCH 20, 2026 ⌚ 5 MINS READ

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

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## Brand Overview

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.

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## Inspiration Behind The Collection

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.





## Key Highlights From The Collection

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

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.

## Design Versatility And Craftsmanship

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.

## Growth And Market Presence

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.

## About Verlas

Verlas was born in New York from a simple belief: fine jewelry should feel

personal, meaningful, and right for today's world. At its heart are IGI-certified lab-grown diamonds created with care, clarity, and purpose set in solid 14K/18K gold and platinum. Each Verlas piece is designed not as a distant treasure, but as something to live with daily to mark small moments, big milestones, and everything in between. The brand's design language mirrors the city it comes from: intuitive, modern, and deeply considered. By working directly with its community, Verlas redefines the traditional jewelry experience, making it more transparent, approachable, and aligned with conscious values. As Verlas steps into its next phase of growth, it is quietly preparing to make its presence felt in new markets, with India soon to welcome the brand. We proudly bear the Butterfly Mark by Positive Luxury—the global gold standard for sustainable excellence.

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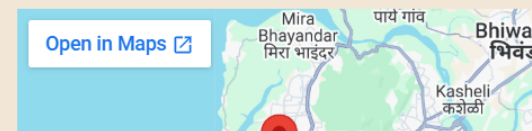
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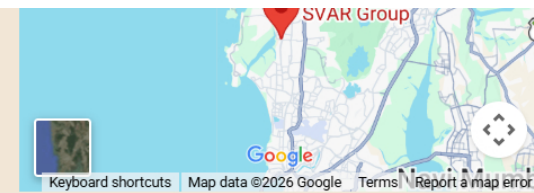
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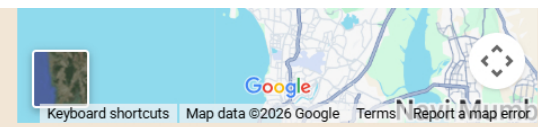


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