



HOME FASHION SHOPPING JEWELRY

Where I Shop for Real Jewelry That's Almost Cheaper Than Costume

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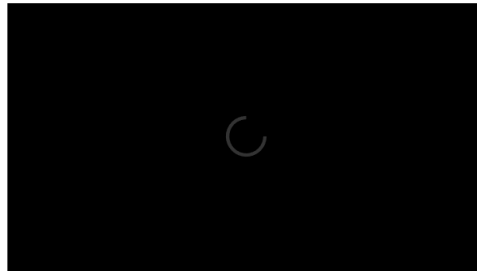
BY ALLYSON PAYER, LAST UPDATED JUNE 13, 2025 IN [BUYING GUIDES](#)

Disclaimer: When speaking of fine jewelry, the term "affordable" is very much relative. Metals like 14-karat gold and diamonds and other genuine gemstones really don't come cheap, but a few jewelry brands have figured out how to streamline the process, whether they utilize direct-to-consumer manufacturing or have figured out other ways to keep their overhead costs down, therefore keeping their price points down.

Over the past several years, I've made an effort to save the money I would've normally spent on costume jewelry and invest it in fine jewelry. Even though fine metals seem to get more and more expensive, the jewelry brands I've bought from lately all have pieces that are cheaper than some costume jewelry. And while some aren't, it makes me feel good knowing that I'm spending a little more on high-quality pieces that I'll possibly wear for decades as opposed to ones I might toss or donate after a couple of seasons.

With that, keep scrolling to shop my seven favorite fine-jewelry brands with stylish, relatively affordable pieces.

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1. Mejuri

There's a good chance you're already familiar with Mejuri (it's popular), but I'm going to sing its praises anyway. The Mejuri pieces I own are some of the most-worn in my jewelry collection, including the chain ring pictured below. The brand introduces new pieces weekly, so there's always plenty to choose from.



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(Image credit: @mejuri via @grecophanam)



MEJURI
Curb Chain Charm Necklace
\$1200

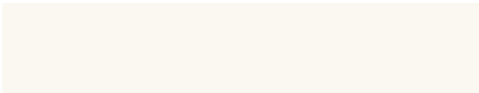
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MEJURI
Bold Chain Ring
\$268

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MEJURI
Bold Pearl Drop Earrings
\$98

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2. Stone and Strand

Stone and Strand is one of my favorite places to shop for wallet-friendly diamond pieces. It typically uses a lot of pavé stones, which makes for a ton of sparkle but not a ton of money. See what I mean below.



(Image credit: @stoneandstrand)

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STONE AND STRAND
Up and Down Baguette Diamond Line Band
\$670

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STONE AND STRAND
Love Lock Diamond Initial Charm
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STONE AND STRAND
Sapphire Luxe Dainty Blue Bracelet
\$220

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3. Wolf Circus

Wolf Circus is what you'd call demi-fine jewelry, meaning it uses sterling silver and 14-karat gold plating for its pieces and genuine gemstones and pearls but no diamonds. The Canadian brand's pieces are particularly stylish, and the prices particularly low.



(Image credit: @wolf_circus)

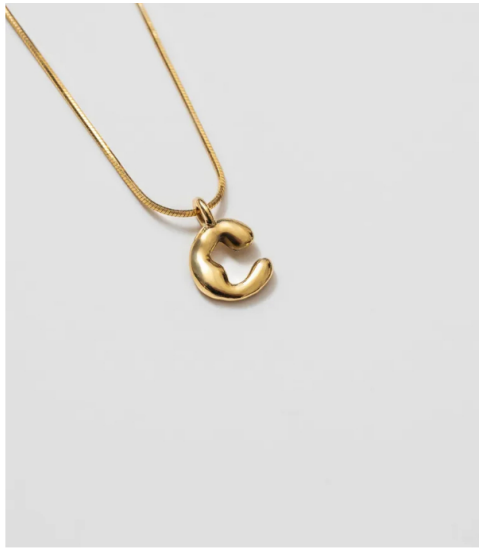


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WOLF CIRCUS
Alphabet Necklace
\$125

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WOLF CIRCUS
Beatrice Earrings
\$125

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WOLF CIRCUS
Marley Earrings in Gold
\$189

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4. Completedworks

Completedworks is another one of my favorite demi-fine brands. Although, it also has stunning fine-jewelry pieces, including engagement rings. I can't even tell you how many compliments I get when I wear its pieces. They're just so cool and unique. You'll see...

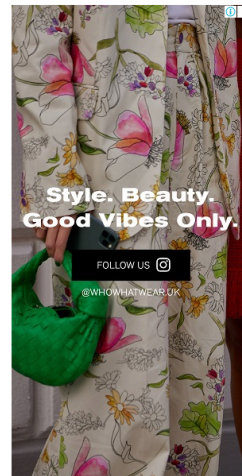


(Image credit: [@completedworks](#))



COMPLETEDWORKS
Gold-Plated Earrings
\$315

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COMPLETEDWORKS
Lightdrops Recycled Gold-Vermeil, Pearl, and Cubic Zirconia Earrings
\$445

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COMPLETEDWORKS
Gold-Plated, Pearl, and Cubic Zirconia Earrings
\$395

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5. Verlas

Verlas is a new brand on the jewelry scene with a stunning assortment of customizable engagement rings and timeless fine-jewelry pieces that are sure to become heirlooms down the road. I'm particularly drawn to the brand's diamond hoop earrings, delicate La Fleur collection, and jaw-dropping tennis bracelets.



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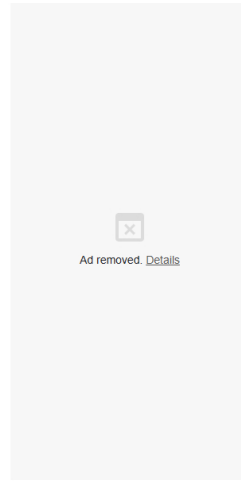
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(Image credit: @verlasofficial)



VERLAS
Diamond Arc Hoops
\$1379

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VERLAS
Blossom Studs
\$997

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VERLAS
Encompassing Round Necklace
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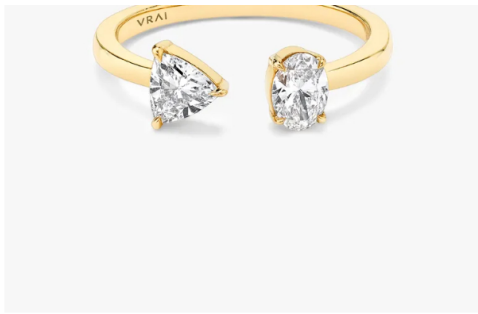
₹23,499 **₹19,499***

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6. Vrai

Vrai's prices are so good I sometimes have to double-check to make sure a piece is 14-karat gold. (They all are.) The sustainable brand's engagement rings and fine



VRAI
Two Stone Lab-Grown Diamond Ring
\$800

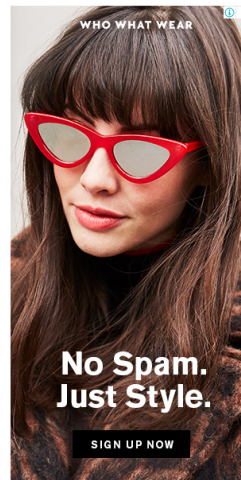
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7. Kinn

Kinn is one of my favorite new discoveries, and I think it's about to be yours, too. Scrolling through its stock, I can't find one piece I wouldn't wear, from the dome rings to the pretty chain necklaces.



(Image credit: @kinnstudio)



KINN
Dahlia Pavé Ring
\$580

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KINN
Maison Oval Locket Necklace
\$540

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KINN
Madison Diamond Tennis Bracelet Yellow Gold
\$1980

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This post was published at an earlier date and has since been updated.



ALLYSON PAYER Senior Editor, Who What Wear



Allyson is a senior editor for Who What Wear. She joined the company in 2014 as co-founder Katherine Power's executive assistant and over the years has written hundreds of stories for Who What Wear. Prior to her career in fashion, Allyson worked in the entertainment industry at companies such as Sony Pictures Television. Allyson is now based in Raleigh, North Carolina, and is originally from Baton Rouge, Louisiana. She holds a BFA in theater arts. Her path to fashion may not have been linear, but based on the number of fashion magazines she collected as a child and young adult, it was meant to be.

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