

Elite Fine Jewelers Expands Custom Engagement Ring Services with Direct-Access Loose Diamond Inventory

October 01, 2026

TEMPE, AZ - October 01, 2026 -
Third-generation Tempe jeweler introduces expanded GIA-graded natural and lab-grown diamond collections paired with transparent, on-site custom bridal design.

Elite Fine Jewelers has announced an expanded custom engagement ring program anchored by a direct-access loose diamond inventory at its Tempe showroom. The initiative enhances the retailer's custom design workflow, giving clients direct access to inspect and compare loose natural and lab-grown diamonds across various cuts, carats, and clarity grades alongside an on-site master bench jeweler.

The expanded loose diamond offering prioritizes consumer education and gemological transparency. Each natural diamond in the collection is accompanied by independent Gemological Institute of America (GIA) grading documentation, verifying key criteria including color, cut precision, clarity, and carat weight. By offering both GIA-certified natural diamonds and lab-grown options side by side, the jeweler provides clients with objective data to select a center stone that aligns with their aesthetic preferences and budget

parameters. The collection features a wide range of popular diamond shapes, including round brilliant, oval, emerald, princess, radiant, and cushion cuts, allowing couples to compare different silhouette options in person before finalizing their design.

"Choosing an engagement ring is one of the most significant milestone purchases a couple will ever make," said Ashley Cohen, spokesperson for Elite Fine Jewelers. "Our goal is to demystify the diamond buying process. By giving clients direct access to loose stones and objective grading reports before a ring is ever built, we empower them to make informed, confident choices backed by professional guidance."

A cornerstone of the showroom's bridal operation is its fully custom manufacturing capability. Once a client selects a loose diamond, Elite Fine Jewelers creates custom settings on-site at its Scottsdale Road facility. Utilizing a collaborative design process guided by the ethos "If you can dream it, we can make it," clients work directly with trained diamond specialists to build one-of-a-kind custom engagement rings tailored to their exact specifications. By managing the design, metal selection?including platinum, white gold, yellow gold, and rose gold?and stone setting directly in their local workshop, the family-owned jeweler ensures rigorous craftsmanship standards while keeping client projects on efficient production schedules.

Operating as a family-owned business with a legacy spanning over 70 years across three generations, Elite Fine Jewelers serves clients throughout Tempe, Scottsdale, Paradise Valley, Phoenix, Chandler, Gilbert, Mesa, and the greater East Valley region. In addition to custom engagement rings and loose certified diamonds, the retailer provides full-service bench jewelry operations, including heirloom restoration, custom metal fabrication, stone setting, ring resizing, cleaning, and comprehensive valuations.

"As a third-generation jeweler, our business is built on long-term trust and technical craftsmanship," added Cohen. "Whether a client comes in with a clear vision or is just beginning to learn about diamond quality, our team provides an authentic, pressure-free environment centered on quality and traditional bench artisan work."

For additional details regarding loose diamond inventory, custom engagement ring design consultations, or store hours, visit the Tempe showroom at 805 N Scottsdale Road or online at www.elitefinejewelers.com.

Elite Fine Jewelers is a third-generation, family-owned jewelry retailer based in Tempe, Arizona. Specializing in GIA-graded natural diamonds, lab-grown diamonds, custom engagement ring manufacturing, luxury timepieces, and estate jewelry, the company serves the greater Phoenix area with an emphasis on education, transparency, and traditional bench craftsmanship. Featuring an on-site master bench jeweler, Elite Fine Jewelers provides comprehensive jewelry services including custom design, maintenance, repair,

and valuations.

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For more information about Elite Fine Jewelers, contact the company here:Elite Fine JewelersAshley Cohen480-699-6639Ashley@elitefj.com805 N Scottsdale Rd, Tempe, AZ 85281

Elite Fine Jewelers

Elite Fine Jewelers is family-owned with 70 years of excellence in fine jewelry. They have GIA, EGL or IGI certified diamonds and their experts have extensive experience in assessing the value of fine jewelry, diamonds, watches, and coins.

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