

Adele Diamond Highlights Lab-Grown Diamonds as Sustainable Choice for Modern Buyers

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VIRGINIA BEACH, VA - December 04, 2025 -
Adele Diamond, a family-owned jewelry store in Chesapeake, VA, provides an extensive selection of lab-grown diamonds alongside natural diamonds to address the increasing interest in ethical and affordable luxury options. This offering aligns with the ongoing growth in the lab-grown diamond market, which has seen significant expansion in recent years.

The lab-grown diamond sector has experienced notable development, with market projections indicating continued advancement. Industry reports show that lab-grown diamonds accounted for approximately 11.9 percent of the market in 2025, representing a 240 percent increase in market share over previous periods. The U.S. and India lab-grown diamond market alone was valued at 14.7 billion dollars in 2023 and is expected to reach 37.4 billion dollars by 2031. Globally, the lab-grown diamond market is poised to grow from 25.98 billion dollars in 2024 to 74.84 billion dollars by 2032. This growth reflects consumer preferences shifting toward sustainable alternatives that maintain the quality and appearance of traditional diamonds.

Adele Diamond - Greenbrier positions itself to serve this demand by maintaining a comprehensive inventory of lab-grown diamonds in various shapes, including round, princess, cushion, emerald, oval, radiant, asscher,

marquise, heart, and pear. These diamonds come in a range of cuts from fair to ideal, allowing customers to select based on personal preferences. The store also features complete engagement rings incorporating lab-grown diamonds, such as a 14K white gold ring with a 3-carat oval diamond priced at 2,367 dollars. This integration extends to other jewelry pieces like wedding bands, bracelets, earrings, and pendants, ensuring a full range of options for different occasions.

In addition to product availability, Adele Diamond dedicates resources to customer education through a specialized page on its website. This section covers topics related to diamond quality, selection, and value, helping shoppers understand the differences between lab-grown and natural diamonds. Information includes details on sustainability, ethical sourcing, and how lab-grown diamonds are created in controlled environments to replicate the natural formation process. This educational approach aims to equip buyers with knowledge to make informed decisions without pressure.

Chris Lyons, co-owner of Adele Diamond, stated, "Lab-grown diamonds represent a practical option for those seeking high-quality jewelry that aligns with environmental considerations. The technology behind these diamonds ensures they match the brilliance and durability of mined diamonds while offering greater accessibility."

Ashley Lyons, co-owner, added, "Customers appreciate the transparency and variety available in lab-grown diamonds. This allows them to find pieces that suit their style and values without compromise."

The store operates from three locations in Virginia: Hilltop, Greenbrier, and Lynnhaven Mall. At Lynnhaven Mall, the address is 701 Lynnhaven Parkway, next to Old Navy, with hours from 11 a.m. to 7 p.m. Monday through Thursday, 11 a.m. to 8 p.m. Friday and Saturday, and noon to 6 p.m. on Sunday. Another location is at 1628 Laskin Road, Suite 724, open Tuesday through Saturday from 10 a.m. to 6 p.m. These sites provide in-person viewing and consultation services.

Adele Diamond in Greenbrier also facilitates online shopping, enabling customers beyond the local area to browse and purchase items. The website features tools for starting with either a natural or lab-grown diamond and building custom pieces. This digital presence complements the physical stores, broadening access to the collection.

Founded in 2007, Adele Diamond has established itself as a provider of fine jewelry products and services in Coastal Virginia. The company focuses on bridal and fashion jewelry, including designer pieces, watches, and custom designs. It strives to create a supportive shopping environment where jewelry becomes approachable for a wide audience. Through its commitment to quality and customer satisfaction, Adele

Diamond continues to serve clients with a blend of traditional and modern offerings.

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Adele Diamond

Adele Diamond is founded and based in Virginia Beach, Virginia by Chris & Ashley Lyons, a husband and wife duo who share a passion for jewelry. We offer luxury diamonds, jewelry, and watches at prices for everyone.

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