

Elite Fine Jewelers Announces Inventory Expansion for February Amid Shifting Diamond Market Conditions

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TEMPE, AZ - January 13, 2026 -
Elite Fine Jewelers has announced a strategic inventory realignment featuring new diamond and estate arrivals ahead of the February gift-giving season. This move comes during a period of documented market-driven pricing adjustments in the global diamond sector, allowing the family-owned jeweler to offer a range of certified natural and lab-grown diamonds at current market values.

The inventory features a curated selection of engagement settings, tennis bracelets, and unique gemstone pieces. The company notes that current global market conditions have created a favorable environment for jewelry acquisition, particularly for those seeking high-carat natural diamonds and precision-cut lab-grown alternatives.

"Our focus is on ensuring our inventory reflects current global market stabilization," said Ashley Cohen, spokesperson for Elite Fine Jewelers. "By aligning our latest arrivals with these market shifts, we are able to provide our clientele with favorable entry points for significant pieces, including GIA-graded diamonds and

rare estate items."

The timing of this inventory movement coincides with the weeks leading up to Valentine?s Day, a peak period for engagement and commemorative jewelry. Market analysts have noted a softening in specific diamond categories over the past quarter?a trend Elite Fine Jewelers is utilizing to reposition their offerings for the upcoming season. This strategic movement ensures that the showroom features contemporary designs while reflecting real-time market valuations.

This shift in the global wholesale diamond market, influenced by fluctuating supply chains and the increasing availability of high-quality lab-grown options, has allowed independent retailers to recalibrate their acquisition strategies. Elite Fine Jewelers is leveraging this window to secure stones of notable clarity and color grades that may have previously been positioned at higher capital outlays, passing that transparency on to the local Phoenix market.

At the heart of Elite Fine Jewelers' service model is a commitment to traditional artistry. The company is distinguished by its award-winning, world-renowned master bench jeweler, whose unmatched attention to detail serves as the foundation for the showroom?s custom department. This artisan approach ensures that every piece?whether a new engagement ring or a redesigned heirloom?is handcrafted with a level of precision that is increasingly rare in the modern retail environment.

The philosophy at Elite Fine Jewelers is straightforward: "If you can dream it, we can make it." Having an elite-level bench jeweler on-site allows the company to move from concept to completion with speed and perfection. Clients are invited to engage in a collaborative process, working one-on-one with GIA-trained staff to review inspiration and select the perfect loose stones from the company's extensive inventory of natural and lab-grown diamonds.

Beyond traditional offerings, Elite Fine Jewelers has become a destination for specialized jewelry services in the East Valley. This includes their popular permanent jewelry installation, a modern commemorative service featuring 14-karat solid gold chains. These "forever bracelets" are custom-fitted and micro-welded onto the wrist, offering a minimalist, clasp-free alternative to traditional jewelry.

Additionally, the showroom maintains a robust collection of luxury timepieces and rare estate jewelry. The estate collection is particularly significant during the February season, as it features "wearable history" from various design eras, including Art Deco and Mid-Century Modern pieces. These items are carefully vetted for quality and provenance, providing unique options for collectors who prioritize one-of-a-kind artistry.

Elite Fine Jewelers is a third-generation, family-owned and operated business specializing in GIA-certified diamonds, luxury watches, and rare estate jewelry. With over 70 years of heritage in the industry, the

company has built its reputation on trust, transparency, and market-aligned pricing.

Based in Tempe, Arizona, at 805 N Scottsdale Road, Elite Fine Jewelers serves as a comprehensive resource for jewelry acquisition, custom manufacturing, and estate liquidation. Their commitment to consumer education ensures that every client understands the technical specifications and market context of their selection, fostering a trust-based environment for high-value transactions.

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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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