

Adele Diamond Named 2026 Small Business of the Year for Virginia Beach

April 28, 2026

VIRGINIA BEACH, VA - April 28, 2026 -
Adele Diamond, a jewelry store in Virginia Beach, Virginia, has been selected as the 2026 Small Business of the Year for Virginia Beach by the Hampton Roads Chamber of Commerce. The announcement, made at the end of March, recognizes the company for its contributions to the local economy and community through exceptional leadership, innovation, and impact.

The Hampton Roads Chamber of Commerce awards one Small Business of the Year honoree from each of five Southside cities, including Virginia Beach, along with one from the Peninsula and one from Western Hampton Roads. Local winners advance to compete for the regional title, with the awards ceremony scheduled for May 12, 2026. Adele Diamond was chosen from applicants based on criteria that highlight business excellence, customer service, and regional influence. This marks a significant milestone for the family-owned operation, which has operated in Coastal Virginia since 2007.

The selection process for the 2026 awards began with applications accepted from January 8 through February 6. Finalists were notified by the end of February, and winners were revealed in late March. The program, run in partnership with the Small Business Development Center of Hampton Roads, celebrates the

role of small businesses in driving economic growth and job creation across the region. Industry analyses indicate that small businesses like Adele Diamond account for a substantial portion of employment in Virginia, with many contributing to sectors such as retail and specialized services.

Adele Diamond maintains three locations in Virginia Beach, where it provides a range of fine jewelry products and services. The business focuses on bridal and fashion jewelry, designer collections, watches, and related offerings. Its approach emphasizes customer education and ethical sourcing practices, including options for lab-grown and natural diamonds. The company has built a reputation for creating an approachable shopping environment that prioritizes knowledge and transparency.

Chris Lyons, co-owner of Adele Diamond, stated, "Being named the 2026 Small Business of the Year for Virginia Beach reflects the dedication of our team and the relationships we have built with customers over the years. This recognition underscores the importance of small businesses in strengthening the local economy."

Ashley Lyons, co-owner, added, "We are grateful for this honor from the Hampton Roads Chamber. It motivates us to continue innovating and serving the community with high standards of quality and service."

The award comes at a time when small businesses in the jewelry sector navigate evolving market conditions, including shifts toward sustainable materials and personalized options. Adele Diamond has adapted by offering comprehensive services that support long-term customer relationships, such as evaluations and maintenance programs. These efforts align with broader trends where consumers seek businesses that combine expertise with community involvement.

In addition to its core offerings, Adele Diamond participates in the local retail landscape through its presence at Lynnhaven Mall, Hilltop, and Greenbrier locations. The business has grown steadily since its founding, expanding its inventory and digital presence to reach customers beyond Virginia Beach. Online tools allow for browsing and initial consultations, complementing in-person experiences at the physical stores.

The Hampton Roads Chamber initiative highlights how local winners contribute to the region's vitality. Past recipients have demonstrated resilience and adaptability, qualities that Adele Diamond exhibits through its commitment to quality sourcing and customer-focused operations. The company sources materials responsibly and provides resources to help buyers understand diamond and jewelry selection processes.

This recognition positions Adele Diamond among peers who exemplify small business success in Virginia. The business continues to emphasize values such as integrity and accessibility in an industry known for its craftsmanship and tradition. By maintaining high standards, Adele Diamond supports the economic fabric of Coastal Virginia while fostering connections within the community.

Founded in 2007 by Chris and Ashley Lyons, Adele Diamond has established itself as a provider of fine jewelry products and services in Coastal Virginia. The company specializes in bridal and fashion items, including designer pieces, watches, and educational support for buyers. Through its inventory and customer-oriented approach, Adele Diamond serves a diverse clientele seeking quality and expertise in the jewelry sector.

By earning the 2026 Small Business of the Year designation for Virginia Beach, Adele Diamond highlights the ongoing contributions of family-owned enterprises to the Hampton Roads area. The award serves as a testament to sustained excellence and community engagement in the local business environment.

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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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