

PASCAL Launches Curated Mother's Day Collection: Lab-Grown Diamond Jewelry and Watch Gift Sets Starting at $165

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Los Angeles, CA - May 06, 2026 -
PASCAL, the design-driven jewelry and watch brand known for its lab-grown diamond collections, has introduced a dedicated PASCAL Mother's Day Gift collection featuring curated gift sets and standalone pieces priced from $165 to $400. Created around the idea of giving something more lasting than traditional seasonal presents, the collection includes engravable watches, certified diamond jewelry, and coordinated gift packaging designed for Mother's Day gifting.

The launch comes as Mother's Day spending continues to rise, with consumers increasingly looking for gifts that feel both personal and enduring. While many common Mother's Day presents are designed for short-term enjoyment, PASCAL's collection focuses on materials and design details intended to hold value beyond the occasion itself. The brand's offering combines lab-grown diamonds, 316L stainless steel construction, Swiss quartz movements, and presentation-focused packaging to create gift options that are positioned as keepsakes rather than disposable seasonal purchases.

Among the central products in the collection are two watch-and-bracelet gift sets that serve as entry points for

customers shopping specifically for Mother's Day. The PASCAL Oval Gift Set, priced at $165, pairs a 24mm oval diamond watch with a matching bracelet, while the Timeless Classic Gift Set, starting at $280, combines either a 31mm or 36mm round watch with coordinated cufflinks or a chain bracelet. Both gift sets include IGI-certified lab-grown diamonds and offer optional caseback engraving, giving customers a built-in personalization feature without requiring a separate customization process.

According to a PASCAL product development lead, the bundled format was shaped by observed customer behavior rather than introduced as a purely seasonal concept. The company said shoppers had frequently been purchasing watches and bracelets separately and then asking whether the items could be packaged together as a more complete gift solution. By turning that demand into curated sets, PASCAL aimed to simplify gift selection and reduce friction for customers choosing jewelry for Mother's Day.

In addition to the gift sets, the collection also includes standalone options for recipients who may already own watches or prefer a jewelry-only gift. One featured item is the Round Mirror Bracelet, a lab-grown diamond tennis-style bracelet priced at $195. Using the same D-F color, VVS-VS clarity diamonds found in the brand's watch collections, the bracelet is set in a flexible link design and ships in the same limited-edition Mother's Day packaging used for the gift sets, helping maintain consistency across the collection.

All diamond pieces in the Mother's Day collection carry certification from the International Gemological Institute, or IGI, verifying the stones' quality and provenance. PASCAL exclusively uses lab-grown diamonds and presents that choice as both a sustainability-focused and accessibility-driven decision. According to the company, these materials allow the brand to offer fine jewelry aesthetics and certified stones at prices that are meaningfully lower than comparable mined diamond pieces, making the collection more attainable for a wider range of gift buyers.

Personalization remains a major part of the collection strategy. Engraving of up to 30 characters on watch casebacks is included with all gift sets, and PASCAL reported that 70% of Mother's Day orders requested personalization last year, up from 45% in 2024. To support a broader international customer base, the company has expanded its engraving options to include Vietnamese, Chinese, and Arabic script. Orders placed before May 5 also qualify for complimentary shipping to major markets, with delivery windows ranging from three to ten business days depending on destination.

The Mother's Day Gift collection will remain available through May 12, while many of the individual pieces will continue as part of PASCAL's permanent catalog after the seasonal promotion ends. The company said the collection reflects its broader approach to jewelry and watch design, combining everyday wearability, certified materials, and sentimental customization in a format intended for milestone gifting moments.

About PASCAL: PASCAL designs and manufactures lab-grown diamond jewelry and Swiss quartz watches. Founded in 2022, the company operates on a direct-to-consumer model with fulfillment centers in North America and Asia. All products carry a 24-month warranty and 60-day return policy.

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PASCAL

We are a California-based color diamond brand. PASCAL crafts unique diamonds to celebrate life?s brightest moments?big or small?so every memory can shine with meaning and beauty.

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