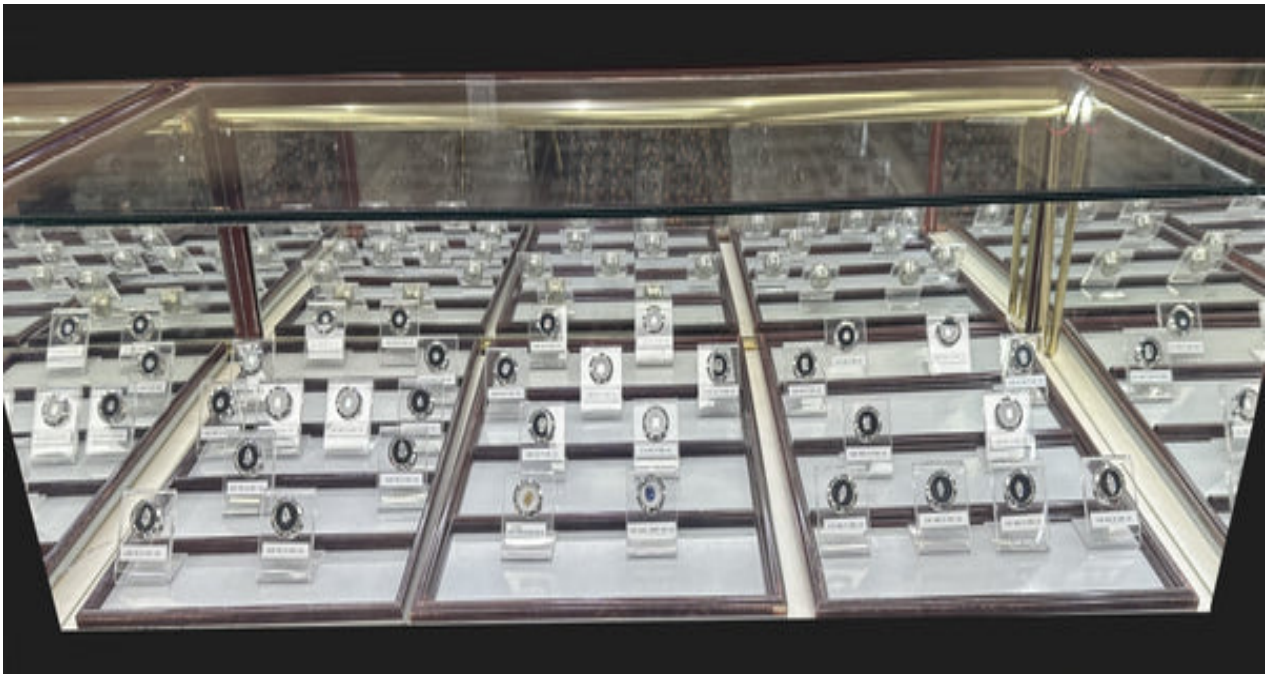


Elite Fine Jewelers Expands Loose Diamond Inventory to Meet Regional Demand for Custom Bridal Commissions

June 08, 2026

TEMPE, AZ - June 08, 2026 -
Elite Fine Jewelers has announced a strategic expansion of its loose diamond department, increasing its showroom inventory of certified natural and lab-grown stones. The expansion is specifically designed to accommodate the rising demand for high-carat loose diamonds among luxury consumers in the neighboring Scottsdale and East Valley regions, where buyers are increasingly prioritizing the selection of individual gemstones over pre-set, mass-produced jewelry.

As the summer proposal season reaches its peak, the company is highlighting the role of its on-site technical team in the curation and inspection of loose stones. This setup allows clients to evaluate a diamond?s optical performance, including its fire, brilliance, and scintillation, prior to it being secured in a final setting by the company?s on-site bench jewelers.

The regional jewelry market has seen a significant shift toward component-based buying. Rather than

selecting a finished ring from a display case, modern bridal clients are opting to choose a loose diamond first. This allows for a completely transparent look at the stone?s specific characteristics, such as the precision of the cut and the presence of any internal inclusions, which can sometimes be obscured by metal prongs.

According to research from the Jewelers of America association, consumer interest in custom-designed engagement rings has steadily risen, with clients placing a premium on direct access to raw materials and loose gems.

"Selecting a loose diamond has become the new standard for those seeking a truly bespoke experience in the East Valley," said a spokesperson for Elite Fine Jewelers. "Our expansion of loose inventory ensures that we can provide an immediate, hands-on comparison between GIA-certified natural diamonds and high-grade lab-grown options. By maintaining this inventory on-site, we remove the typical wait times associated with sourcing stones from third-party wholesalers."

Every loose diamond added to the Elite Fine Jewelers inventory undergoes an internal inspection to ensure it meets the structural requirements for daily wear. The company?s technical team evaluates each stone's structural dimensions, ensuring the gem will safely withstand the pressure of a manual setting process.

This technical oversight is particularly vital for the regional preference for elongated diamond cuts, such as ovals, radiants, and emerald shapes. These cuts require specific structural integrity to remain secure in the minimalist, "hidden halo" or "thin-band" settings that are currently trending.

The expanded department features:

GIA Certified Natural Diamonds: Selected with a focus on ethical provenance and high color and clarity grades.

IGI Certified Lab-Grown Diamonds: Providing a high-carat alternative with identical chemical and optical properties to natural stones.

Fancy Shapes: A curated selection of pear, marquise, and cushion cuts.

Located just off the Scottsdale Road corridor, Elite Fine Jewelers provides a bridge between high-end luxury expectations and the grit of traditional bench jewelry. The expansion of the loose diamond inventory works in tandem with the on-site fabrication department. Once a stone is selected, the client can consult directly with the team regarding the custom bridal designs that will eventually house the gem.

This 'closed-loop' system, where the stone is sourced, inspected, and set under one roof, minimizes the risks

associated with shipping precious materials between different facilities. It also allows for a collaborative process where clients can see the scale of their chosen loose diamond within a physical layout of their ring before the final metal is forged.

Elite Fine Jewelers specializes in luxury jewelry, offering engagement rings, loose diamonds, watches, and estate jewelry to customers throughout Arizona. The company maintains its showroom on Scottsdale Rd in Tempe, providing both certified natural and lab-grown diamonds. Their estate and custom departments focus on the curation and creation of fine jewelry, providing residents with access to traditional craftsmanship and expert gemological guidance. For more information on sourcing loose diamonds or starting a custom design, visit the Elite Fine Jewelers website.

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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

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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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