

Fresh Styles and New Favorites Come to Modern Brilliance®



Our team spends months researching and understanding fashion trends. We always want to know what's popular and what's coming next so that we can provide jewelers with the styles they need. With the holiday selling season quickly approaching, our goal was to bring styles that are essential as consumers are searching for the perfect gift or self-purchase. We are excited to release these additions to our [Modern Brilliance Collection](#) – Stuller's line of lab-grown diamond bridal and fine jewelry.

Before we dive into those updates, let's explore what makes offering lab-grown diamond jewelry a necessity.

Offer Attainable Luxury



You already know the appeal a diamond can have on a consumer. These gorgeous stones are highly sought for their value, beauty, and durability. But consumers across the generations are wanting to wear diamond jewelry with higher carat total weights while at an accessible price point.

Lab-grown diamonds answer that desire. Having the same chemical, physical, and optical properties of natural diamonds while being set at a price point 30%-40% lower than their natural counterparts, lab-grown diamond jewelry provides more consumers with the luxury of diamonds. Lab-grown diamond jewelry is perfect for the holidays. You can offer everyday essentials as the perfect holiday gift for a loved one or provide even more options for the young couple looking to start their lives together ahead of a holiday proposal.

Now that we've covered why you should consider expanding your lab-grown diamond jewelry offerings, let's talk about our new styles.

New in Fine Jewelry

The theme for this season's product expansion is core and essential styles. Many of our most popular natural diamond styles are now being offered with lab-grown diamonds as well as in expanded carat total weights. You will also see new stone shape options for our popular stud earrings, such as marquise and emerald. Finally, in response to the thriving pearl trend within the fashion industry, we also have brought in new styles that incorporate cultured pearls with lab-grown diamonds.

Our shining star this season that we are excited to offer is a lab-grown alternative to our popular diamond line necklace ([688853](#)). With a carat total weight of 6.75, this 16 inch necklace shows a timeless classic style that is perfect for all occasions.



Styles featured:

688853	688845	688848	688849
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Speaking of popular styles, we are equally excited about the new lab-grown diamond styles brought to the Modern Brilliance®

x 302® Fine Jewelry Collection. 302 Fine Jewelry is Stuller's curated and award-winning line of fine jewelry crafted for the woman looking to tell her story. This collection within 302 Fine Jewelry showcases the most popular fine jewelry styles set exclusively with lab-grown diamonds. We are consistently adding styles into this line to ensure you always have access to what is trending with your customers.



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New in Bridal

Our bridal team has been hard at work following the trend of lab-grown diamonds within the wedding industry. The focus in this latest expansion was to offer the core product styles that consumers often seek in lab-grown diamonds. We have also taken our best-selling styles set with natural diamond accents and provided options with lab-grown alternatives.



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Within eternity and anniversary styles, you will now see new stone shape options, such as square, marquise, and emerald.







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[123945](#)

Prepare for the Holidays

As the holidays approach, we are eager to help you prepare by offering exactly what your customers are looking for and the resources to make the sale. The lab-grown diamond jewelry within Modern Brilliance serves as the perfect sparkle to add to your offering this holiday season. Whether as a gift or a self-purchase, lab-grown diamond styles are sure to bring big smiles and wonderful memories to your customers.

[Shop Modern Brilliance styles today.](#)