

Pure Jewels Introduces Affordable Lab Grown Diamond Jewelry Collection in India

The India based jewelry brand introduces an exclusive range of lab-grown diamond rings, earrings, pendants, and necklaces crafted for the modern Indian consumer.

Surat, Gujarat Nov 4, 2025 ([Issuewire.com](https://www.issuewire.com)) - Pure Jewels, one of India's most trusted destinations for **lab-grown diamond jewelry**, proudly announces the launch of its **latest collection** a perfect blend of modern artistry, sustainability, and affordability.

This new collection showcases a stunning variety of lab-grown diamond rings, diamond earrings for women, and lab-grown diamond pendants crafted for those who seek beauty with purpose. Each piece features **IGI-certified lab-grown diamonds**, offering the same brilliance, fire, and durability as mined stones but at an accessible price and with zero environmental harm.

“Our mission has always been to make premium diamond jewelry attainable for everyone,” said a spokesperson for Pure Jewels. “With the growing awareness around ethical choices, our new collection brings together modern design, superior craftsmanship, and eco-conscious values — all under one roof.”

Based in **Surat**, the heart of India's diamond industry, **Pure Jewels** has quickly become a leading name in **lab-grown diamond jewelry**. The brand offers a wide selection of designs from [engagement rings](#) and **classic solitaire rings** to **halo pendants** and **vintage-inspired earrings** all crafted with unmatched precision.

Customers can explore the full collection on the brand's official website, www.purejewels.co.in, which provides a seamless shopping experience with **custom design options, free shipping, and easy returns** across India.

Pure Jewels is also gaining popularity among modern brides who prefer sustainable luxury. Learn more about this shift in the brand's insightful feature on [lab diamond jewelry for Indian brides](#).

About Pure Jewels:

Pure Jewels is a trusted Indian jewelry brand specializing in **lab-grown diamond jewelry**. The brand is known for combining contemporary design, ethical craftsmanship, and affordable pricing. With a focus on sustainability and innovation, Pure Jewels continues to redefine fine jewelry for the conscious generation.

For more details, visit www.purejewels.co.in or follow **Pure Jewels** on social media for the latest updates and product launches.

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