

LUXORO Offers Greener Solution to Gold Jewelry through Vertical Integration

Water recycling efforts and solar energy use reduce environmental impact of manufacturing for gold jewelry manufacturing

AUSTIN, TEXAS, USA, May 3, 2022 /EINPresswire.com/ -- LUXORO is a modern line of precious jewelry offered in 10K and 14K gold from Shop LC.

[VIEW LUXORO GOLD JEWELRY](#)



"In the jewelry trade, gemstones often experience the most markups," explains Tisha Koerner, Brand Manager Shop LC. "Our close partnerships with vendors and in-house cutting team reduce the journey of precious gems, allowing us to offer them in affordable brands like LUXORO – all without the associated markups."

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14K gold is the most popular gold alloy for jewelry."

Becky Booker, Shop LC Host

Style and affordability are at the forefront of LUXORO gold jewelry. As a vertically integrated jewelry brand, LUXORO is available at better price points than similar brands.

LUXORO jewelry is manufactured for Shop LC by its parent company, Vaibhav Global Limited (VGL). This eliminates the

traditional retail markup, which typically falls between 100 – 300%.

"14K gold is the most popular gold alloy for jewelry," says Becky Booker, Shop LC Host. "LUXORO gold jewelry will help shoppers reach that sweet spot between cost and coolness when buying the most popular karatage in America."

In addition, LUXORO gold jewelry is manufactured at Platinum LEED Certified factories. Most electricity requirements are supplied through renewable solar energy. And, by using recycled water, the fresh water saved each month is equal to about 780 dishwasher cycles, according to the [Alliance for Water Efficiency](#).

[Learn more about VGL long-term ESG goals.](#)

About Shop LC

Headquartered in Austin, Texas, Shop LC, is a wholly owned subsidiary of Vaibhav Global Ltd. (VGL), a vertically integrated company with global sourcing and manufacturing capabilities. Shop LC is a value-conscious, interactive retailer focused on the fine jewelry, beauty, fashion, home decor and lifestyle product categories. Established in 2007, Shop LC reaches approximately 73 million U.S. households via high-definition programming offered live 24 hours a day, seven days a week, 365 days a year. Additionally, every purchase provides a meal to a hungry child through the Your Purchase Feeds Program. For more information visit www.shoplc.com and download the interactive app on iTunes, Google Play or many other streaming devices or televisions.

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LUXORO 14K Yellow Gold AAA Asscher Cut Turkizite Ring



LUXORO 10K White Gold Premium Espirito Santo Aquamarine Ring

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