

RobinHood Diamonds Disrupts Jewelry Industry with Truth, Transparency and Craftsmanship

RobinHood Diamonds Disrupts Jewelry Industry with Lab-grown diamonds, Transparency in pricing and Excellence in bespoke craftsmanship

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[RobinHood Diamonds](#) announced today its mission to transform the traditional diamond jewelry industry through education, affordability and exceptional craftsmanship, challenging decades of marketing practices that have shaped consumer expectations.



The company aims to demystify the diamond-buying process, which has historically been characterized by what they describe as "smoke and mirrors" tactics in luxury retail.

"For too long, consumers have been led to believe that the size and price of a natural diamond correlates with the depth of romantic commitment," said William Logian, Co-founder of RobinHood Diamonds. "We're offering an alternative that maintains the beauty and significance of diamond jewelry without the inflated costs."

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RobinHood Diamonds

RobinHood Diamonds offers access to a phenomenal inventory of lab-grown diamonds, which are chemically, physically and optically identical to mined diamonds. Each diamond comes certified by the Gemological Institute of America ([GIA](#)) or International Gemological Institute (IGI),

the same authorities that authenticate natural diamonds.

The company highlights three key advantages of their approach:

Environmental Responsibility: Lab-created diamonds avoid the ecological and social concerns associated with traditional diamond mining operations.

Price Transparency: Unlike mined diamonds, which the company says have "man-made prices" resulting from "decades of marketing hype,"

RobinHood prices their lab-grown diamonds as commodities.

Superior Craftsmanship: Each piece is hand-produced by in-house experienced jewelers, offering quality that "far surpasses industrial manufacturing, with elegant and secure prongs and timeless custom-made designs."

Industry analysts note that younger consumers are increasingly receptive to alternatives that maintain tradition while aligning with modern values of sustainability and practical spending.

The company's leadership includes experienced diamond jewelers who work directly with customers, offering personalized consultation throughout the selection process. "We're seeing a generation breaking free from old beliefs," the spokesperson added. "They appreciate wearing beautiful, certified diamonds while redirecting significant savings toward other worthy pursuits."

This is the seventh in a series of announcements regarding RobinHood Diamonds. As an "avant-gardist" diamond company, several creative designs and disruptive initiatives will be made public soon.

RobinHood Diamonds' showroom at 1156 Sixth Avenue welcomes the public for one-on-one consultations and custom-design of diamond jewelry.



a RobinHood Diamonds jewelry box featuring the an exceptional solitaire diamond in a classic 18K ring



RobinHood Diamonds rings are meant to be proudly displayed – Lab-grown diamonds are REAL diamonds

For more information about RobinHood Diamonds or to schedule an interview, please contact: Kaleidoscope Luxury, a boutique firm established in 2016 in New York, Thierry Chaunu, Chairman, Kaleidoscope Luxury PR & Communications LLC, NY at: [646) 732-1822 or tchaunu@KaleidoscopeLuxury.com

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