

Dallas Jeweler Sees Larger Diamonds and More Personalized Designs Reshaping Engagement Rings in 2026

Shapiro Diamonds reports larger lab-grown center stones, rising demand for elongated and antique cuts, and more personalized engagement ring designs.

DALLAS, TX, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Bigger center stones are becoming more accessible, but Dallas couples aren't simply choosing larger diamonds. They're also putting more thought into what surrounds them.

“

Center diamonds are becoming larger, but size isn't the whole story. Couples want details that mean something to them. That's where custom design becomes really special.”

Kendra Shapiro, Creative Director, Shapiro Diamonds

[Shapiro Diamonds](#), a Dallas custom jewelry studio that has completed more than 30,000 custom pieces, is seeing engagement ring preferences shift in 2026 as couples take advantage of the affordability of lab-grown diamonds while placing greater emphasis on highly personalized, one-of-a-kind design.

Among the trends the company is seeing are significantly larger center stones, continued demand for elongated diamond shapes, renewed interest in antique and vintage-inspired cuts, and personal design elements such as hand engraving, birthstones and symbolic combinations of diamond shapes.

“Lab-grown diamonds have changed what is possible for many couples from a size and budget standpoint,” said Lance Shapiro, diamond expert and co-owner of Shapiro Diamonds. “We're seeing clients consider significantly larger center stones because the price difference allows them to achieve a look that may not have been realistic for the same budget with a natural diamond.”

Shapiro Diamonds offers both natural and lab-grown diamonds, helping clients understand the differences before selecting a center stone.

Personalization Goes Beyond the Center Diamond

According to Shapiro Diamonds, couples are also becoming more thoughtful about creating rings with details that have personal meaning. Clients are incorporating birthstones discreetly within settings, hand engraving meaningful words or dates, using diamond shapes symbolically, and adding elements inspired by shared experiences or family history.

“We’re seeing much more thoughtfulness go into the entire ring,” said Kendra Shapiro, Creative Director and Jewelry Designer at Shapiro Diamonds. “The center diamond may be larger, but size isn’t the whole story. Couples want details that mean something to them. That’s where custom design becomes really special.”

At Shapiro Diamonds, the custom process can progress from initial sketches through computer-aided design (CAD), modeling, casting and stone setting, allowing clients to participate in decisions involving proportions, diamond placement, prong design, engraving and other details.

Elongated and Vintage-Inspired Cuts Gain Attention

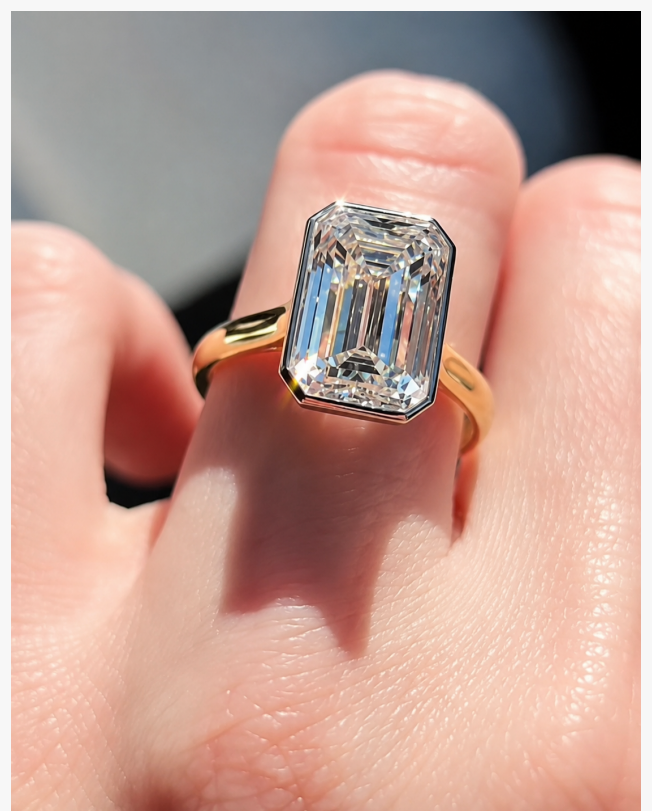
Elongated shapes—including oval, elongated cushion, radiant, pear and marquise diamonds—continue to attract clients for their distinctive proportions and visual presence on the hand.

At the same time, Shapiro Diamonds is seeing renewed interest in antique and vintage-inspired cuts. Old mine cuts, antique cushions and other stones with distinctive faceting appeal to couples seeking character and individuality.

High-profile vintage-inspired celebrity engagement rings, including the elongated antique-style diamond associated with Taylor Swift, have also introduced a new generation of consumers to antique aesthetics.

“Antique-inspired diamonds have personality,” Kendra Shapiro said. “The individuality in the proportions and faceting works beautifully with the movement toward engagement rings that feel personal and one of a kind.”

Lab-Grown Diamonds Change the Size Conversation



Emerald cut diamond engagement ring in a modern bezel setting by Shapiro Diamonds in Dallas.

The lower price points of lab-grown diamonds compared with similar natural diamonds are allowing some couples to prioritize carat weight and visual impact while retaining budget for custom design. Shapiro Diamonds says this has contributed to a noticeable increase in center-stone sizes being considered by clients choosing lab-grown diamonds.

However, Lance Shapiro cautions against evaluating a diamond solely by size or its grading report.

“Bigger isn't automatically better,” he said. “Proportions, cut quality and how the diamond performs visually still matter. The goal is finding the right combination of size, beauty and value for the individual client.”

Founded in Dallas in 2003, Shapiro Diamonds operates as a jewelry design showroom rather than a traditional retail jewelry store. With no commissioned salespeople, clients work directly with diamond experts and jewelry designers throughout the process, giving the company a firsthand view of how engagement ring preferences, diamond choices and custom design requests are evolving.

About Shapiro Diamonds

Shapiro Diamonds is a family-owned jewelry showroom in Dallas, Texas, specializing in [custom engagement rings](#), wedding bands, natural and lab-grown diamonds, fine jewelry and jewelry redesign. Founded in 2003, the company has completed more than 30,000 custom pieces. Clients work directly with the company's owners, diamond experts and jewelry designers throughout the custom process.

Website: <https://www.shapirodiamonds.com>

Custom Engagement Rings: <https://shapirodiamonds.com/collections/engagement-rings-dallas-tx>

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