

Luvansh Opens First Diamond and Fine Jewelry Store in SoHo, New York on Sept. 4

Lab-Grown and Natural Diamond Engagement Rings, Tennis Bracelets and Diamond Stud Earrings Available to Try On in Person at 436 W. Broadway

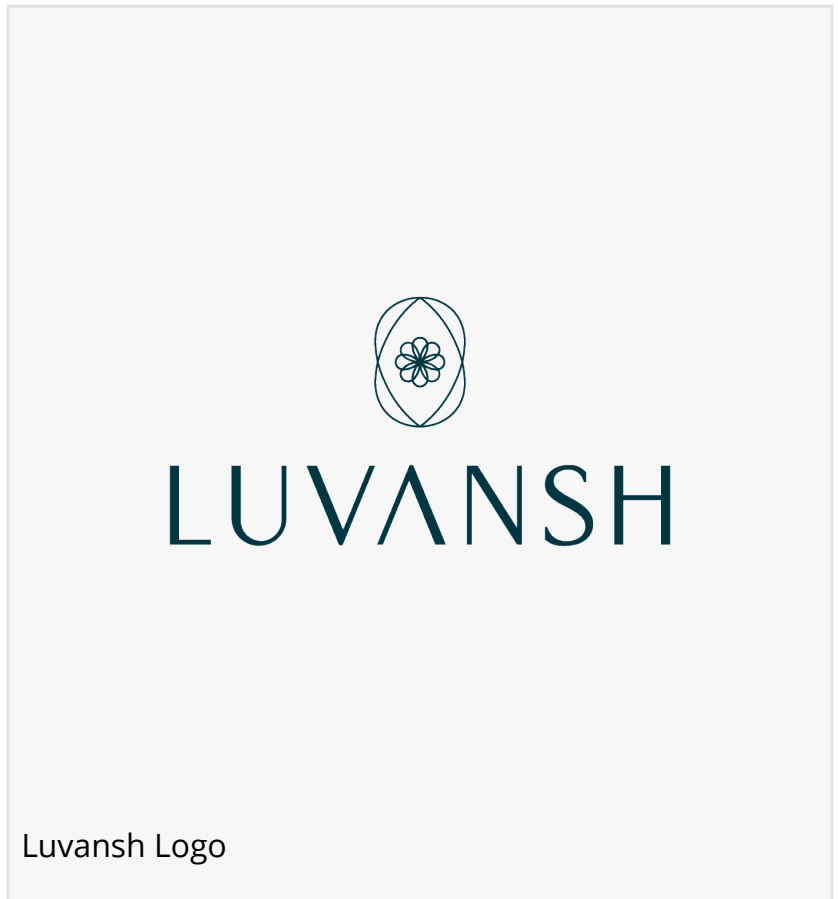
NEW YORK, NY, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- [Luvansh](#), an online diamond and fine jewelry retailer offering lab-grown and natural diamonds at transparent and disruptive prices, will open its first brick-and-mortar jewelry store on Friday, Sept. 4 in New York City's SoHo neighborhood at 436 W. Broadway, New York, NY 10012.

The 250-square-foot SoHo jewelry store will showcase Luvansh's collection of lab-grown and natural diamond jewelry — including engagement rings, diamond stud earrings and diamond

bracelets — giving customers an opportunity to try on the pieces in person. The grand opening will feature a ribbon-cutting ceremony including remarks by Luvansh CEO, Aakash Jobanputra, followed by a celebratory toast and tour.

"To kick off holiday shopping and engagement seasons, Luvansh is expanding its natural diamond and lab-grown diamond business by bringing it directly to shoppers in this new SoHo jewelry store," said Aakash Jobanputra, owner and CEO of Luvansh. "The new store lets customers compare lab-grown and natural diamonds side by side and try on engagement rings in person. Our New York retail storefront is just the start of our international expansion for customers around the world looking for affordable lab-grown and natural diamond jewelry without compromising on quality."

The store will feature products across Luvansh's jewelry categories, including lab-grown and



natural diamond necklaces, diamond tennis bracelets, engagement rings, diamond eternity and anniversary bands, men's wedding bands, diamond stud earrings and GIA- and IGI-certified loose diamonds.

"While we first built the Luvansh brand online, many of our customers asked for a place where they could experience our jewelry in person," Jobanputra said. "SoHo puts us in the heart of one of New York City's premier shopping destinations and gives customers a convenient way to discover Luvansh beyond the online experience."

The SoHo opening is part of Luvansh's broader expansion strategy, which includes plans to open additional retail locations in key markets in the United States while continuing to grow its online business. The company also plans to increase its focus on GIA-certified natural diamonds, further streamlining engagement ring shopping, while developing new sales channels.

Luvansh Tennis Bracelet

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*Luvansh CEO Aakash
Jobanputra*

“Long term, we want to take the price transparency and value that have helped us grow quickly online and bring them to every part of the jewelry market,” Jobanputra said.

About Luvansh

Luvansh is an online diamond and fine jewelry retailer and price disruptor offering GIA- and IGI-certified lab-grown and natural diamonds, with both price transparency and a price match guarantee. Founded as an online-first brand, Luvansh is expanding into physical retail and new markets as it continues to grow its presence in the jewelry industry.

Luvansh's SoHo jewelry store is located at 436 W. Broadway, New York, NY, 10012. Store hours are 11:30 a.m. – 7 p.m. ET, every day. Shop online at luvansh.com.

Tania Weinkle
Pivot
+1 917-359-6799
[email us here](#)



Luvansh Stud Earrings

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