



AJS Creations Acquires Jewlr, a Leading Direct-to-Consumer Personalized Jewelry Retailer

Acquisition pairs Jewlr's customization platform with AJS Creations' owned manufacturing and multichannel reach

NEW YORK CITY, NY, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- AJS Creations, a vertically integrated jewelry company with manufacturing in India and New York and a portfolio of brands including Grown Brilliance, Clean Origin, Charles & Colvard, and VonDiamonds, today announced that it has acquired Jewlr (jewlr.com), a direct-to-consumer retailer of personalized jewelry.

Founded in 2009, Jewlr has been at the forefront of personalized jewelry, enabling customers to design meaningful pieces with their choice of metals, engravings, birthstones, and custom details through an easy online experience. Today, it is one of the largest personalized jewelry retailers in its space, having served more than 1.5 million customers since its founding.

"We are excited to work with the Jewlr team, led by CEO Alison Weick, to grow the business," said Tejas Shah, CEO of AJS Creations. "The synergies between our companies will add value for Jewlr's customers as well as for our portfolio of brands."

AJS Creations' owned manufacturing, sourcing scale, and multichannel reach will support Jewlr with broader product selection, faster production, and continued investment in its personalization platform. In turn, Jewlr's expertise in customization will strengthen personalization offerings across AJS Creations' brands.

About AJS Creations

AJS Creations is a vertically integrated jewelry company with manufacturing operations in India and New York. Its portfolio includes Grown Brilliance, Clean Origin, Charles & Colvard, VonDiamonds, and Jewlr.

About Jewlr

Founded in 2009, Jewlr (jewlr.com) is a direct-to-consumer retailer of personalized jewelry, offering customers the ability to design custom pieces with their choice of metals, engravings, birthstones, and details. Jewlr has served more than 1.5 million customers.

Jessica Kiraly
AJS Creations

[email us here](#)

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