Lyra Jewels Elevates Personalized Jewelry With IGI- Certified Lab-Grown Diamonds and Bespoke Designs

As lab grown diamonds reshape fine jewelry, Lyra Jewels combines IGI certification with bespoke design for a more personal approach to luxury.



NEW YORK, NY, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- Lyra Jewels, a US-based jewelry brand offering handcrafted lab grown diamond engagement rings to custom fine jewelry, is building its offering around a shift in how diamonds are worn and what luxury actually means. Lab-grown diamonds have made fine jewelry more accessible, and the kind of sparkle once reserved for major occasions is now something people reach for on an ordinary Tuesday: layered into an everyday outfit, worn to run errands, or picked out for no occasion beyond wanting to wear it. Luxury hasn't disappeared from that picture; it's been redefined, moving away from rarity for its own sake and toward pieces that are personal, wearable, and designed around the person who owns them. Lyra Jewels has centered its bespoke design process on IGI-certified lab grown diamonds to meet that shift, giving clients a way to commission custom pieces built around stones that are more attainable than ever.

A Market That's Moved Faster Than Expected

Lab-grown diamonds now account for roughly half of engagement ring purchases in the US, a dramatic jump from a small share of the market less than a decade ago. That growth hasn't stayed confined to bridal jewelry. As adoption scaled, per-carat prices came down meaningfully, and the category's reach expanded into everyday fine jewelry, earrings, bracelets, and pendants included. What used to be an occasional purchase tied to milestone events is increasingly something buyers return to throughout the year.

Why Buyers Are Choosing Differently

The shift isn't only about price. Younger buyers in particular are gravitating toward a stone that feels attainable rather than one wrapped in a scarcity narrative that doesn't reflect how they actually shop. Sourcing and environmental impact factor into the decision in a way they rarely did for previous generations, and lab grown diamonds offer a way to buy fine jewelry without the mining supply chain attached.

The design implications matter just as much. Because lab grown stones aren't limited by what can be found underground, they can be grown to sizes and rare colors, then cut into shapes that would be rare or prohibitively expensive as mined stones. That gives designers more room to work with, whether it's an unconventional shape, a bolder halo, or a stone size that would have been out of reach for a custom piece a decade ago. It's also changed how people build a jewelry collection in the first place: instead of one significant, occasion-driven purchase, buyers are layering thinner bands, stacking earrings, and adding pieces over time.

Designing Around That Shift

The brand built its bespoke offering to sit directly inside this shift. Rather than offering lab grown diamonds as a cheaper substitute within a fixed catalog, the brand positions its custom process as a way to make personalized, made-to-order jewelry as accessible as the stones themselves have become. Clients bring in a family heirloom to redesign, a sketch, or a reference pulled from somewhere unrelated to jewelry entirely and work with the brand's design team to turn it into a finished piece built around a certified custom lab grown diamond jewelry.

A Statement From the Brand

“Framing the brand's role as removing the old constraints of price, of stone availability, of picking from what's already made, so the consumer can design a piece around what they actually want rather than what a case of pre-set rings happens to offer."

Making Bespoke Design Accessible

The same shift that's made lab grown diamond jewelry part of everyday wardrobes is making bespoke design accessible in a similar way. Custom jewelry has traditionally carried a cost beyond the materials themselves, a markup tied to the exclusivity of the process as much as the stone inside it. Lyra Jewels' use of IGI-certified lab grown diamonds removes a layer of that premium, putting more of a client's budget toward the actual design rather than the scarcity built into a mined stone.

The process itself has changed too. What once required in-person studio visits now happens entirely online: consumers can start with a reference image, a family piece they want reworked, or an idea they haven't fully shaped yet and work with a Lyra Jewels design specialist through CAD revisions from wherever they are. There's no requirement to be near a physical showroom or to arrive with a finished concept; the design takes shape digitally, at the customer’s own pace,

before any stone is set or any piece is made.

About Lyra Jewels

Lyra Jewels is a US-based fine jewelry brand specializing in IGI-certified lab grown diamond engagement rings, pre-made jewelry, and all types of custom-designed jewelry. The brand works exclusively with certified lab-grown stones and builds its custom process around direct client collaboration from initial concept through final delivery.

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