

NYC Diamond District Manufacturer Cuts Custom Jewelry Turnaround for Retailers to 4-6 Working Days

Trade-only NYC manufacturer Guru Diam returns CAD in 24 hours and finished pieces 4-6 working days after approval, vs an industry norm of 15-20+ days.

NEW YORK, NY, UNITED STATES, October 13, 2026 /EINPresswire.com/ -- Guru Diam, a trade-only diamond wholesaler and custom jewelry manufacturer on West 47th Street in New York's Diamond District, has built its [custom jewelry service for retailers](#) around a shorter clock: CAD within 24 hours of a request, and a finished piece 4-6 working days after the retailer approves the CAD. The industry norm from approved design to finished piece is 15-20 days or more.



A Guru Diam bench jeweler setting a custom piece.

Retailers send a sketch, photo or reference, and Guru Diam returns a CAD the next day. Once the CAD is approved, production runs in-house in New York and India, in 14K or 18K gold, silver or platinum, with natural or lab-grown diamonds. Matched pairs and matched melee for the setting come from the company's own inventory, or are sourced to the retailer's specification. Complex pieces may take 2-3 weeks. There is no minimum order, and retailers pay per piece. Every order is tracked in a live order portal, so a store can give its customer a firm date.

The same workflow covers the styles independent stores sell most often. Diamond stud earrings are available in all shapes, up to 10 carats total weight in stock, with push-back or screw-back closures; studs from about 2 carats total weight come IGI-certified (lab-grown). Tennis bracelets and necklaces run from 2 to 30 carats total weight in all shapes, in lengths from 6 to 10 inches, with side-clasp or under-clasp closures. The 7-inch standard size is always in stock, and other sizes are made to order. Alongside custom work, Guru Diam holds [3,000+ jewelry pieces in stock](#), ready to ship, and 10,000+ IGI- and GIA-certified diamonds, with same-day shipping on orders

placed before 6 PM ET.

"Independent jewelers shouldn't have to turn down a custom request because of the calendar. If a customer can sketch it, the retailer should be able to show them a CAD tomorrow and put the finished piece in their hands the following week," said Meetkumar Miyani, General Manager of Guru Diam.

Guru Diam will show the process from sketch to CAD to finished piece at JIS, Oct 16–19, at the Miami Beach Convention Center (Booth #859), and at JA New York, Oct 25–27, at the Javits Center (Booth #1137). Both shows are trade only. Retailers comparing custom manufacturers can also read the company's guide to [choosing a custom jewelry maker in NYC](#), or book a showroom visit in New York or Los Angeles by appointment.

About Guru Diam

Guru Diam is a trade-only diamond wholesaler and custom jewelry manufacturer serving jewelers, retailers, designers and manufacturers. It supplies natural and lab-grown diamonds, with 10,000+ IGI/GIA-certified diamonds in stock, and finished fine jewelry produced in-house in New York and India. Guru Diam is a JBT member. Offices: 36 W 47th St, Ste 601A, New York, NY 10036, and 607 S Hill St #241, Los Angeles, CA 90014. www.gurudiam.com · +1 (212) 652-7108

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