



NEWS



Lab-created diamonds and gemstones banned from US jewellery fair

The American Gem Trade Association (AGTA) has announced that its trade shows will not feature lab-created or 'synthetic' diamonds and gemstones beginning next year.

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A circular portrait of a blonde woman with blue eyes, smiling. The portrait is partially cut off by the bottom edge of the page.

"AGTA felt that it needed to be crystal clear to buyers that when they attend an AGTA show, they know that they are only shopping mined natural gems from the earth," she said.

"AGTA dealers pride themselves in sourcing superior gems that are rare, beautiful, and natural."

Sign of things to come?

The increasing popularity of lab-created diamonds and gemstones, particularly among [younger consumers](#), has been well-documented in recent years.

Rob Bates, editor of [JCK Online](#), suggests that this change in strategy from the AGTA might indicate that broader industry sentiment is beginning to shift away from lab-created gemstones.

"Both the created and natural diamond sectors are currently struggling. That's in part due to the ongoing [and needless] hostilities between them," he writes.

"It also may have been inevitable: Lab-grown diamonds are simply too similar to naturals to have not made an impact."

He continues: "The past few years were extraordinarily good for synthetic sellers, with manufacturers and retailers raking up incredible profits. Thanks to super-high margins that incentivised jewellers to push them on consumers, some are starting to murmur that the party's over."

Despite these ongoing industry concerns, a recent study in the US found that [nearly half](#) of couples married in the past year selected a lab-created diamond for their engagement ring.

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"AGTA dealers pride themselves in sourcing superior gems that are rare, beautiful, and natural."

KIMBERLY COLLINS, AGTA

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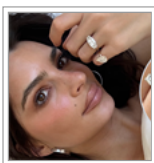
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