

Diamond Delights

Award-winning Bradley's Jewellers York on Low Petergate continues to add to its best-selling Eco Rocks collection of laboratory-grown diamond jewellery in time for Christmas. Here's what you need to know about the family business' biggest hit of the year...

Back in 2021, Bradley's Jewellers York launched Eco Rocks – a brand of laboratory-grown diamond jewellery that is sold online and in-store. The Low Petergate-based independent, which was recently named Retail Jeweller of the Year at the UK Jewellery Awards 2022, believed in the power of laboratory-grown diamonds to change the world of fine jewellery forever. Kay Bradley went all in

and brought Eco Rocks to life thanks to her strong convictions and determination to bring laboratory-grown diamonds to her home city of York. Fortunately, the risk paid off. The collection was an instant best-seller, with customers across York falling in love with Eco Rocks engagement rings, eternity rings, pendants, earrings and bracelets set with laboratory-grown diamonds. Now, the collection is constantly being

updated with new pieces and the addition of Single Mine Origin (SMO) gold that can be traced back to its roots for complete transparency. Laboratory-grown or 'laboratory-created' diamonds have the same physical, chemical, and optical properties as natural diamonds mined from the earth. However, thanks to incredible technology, diamonds can be created using processes that mimic the heat



and pressure found deep beneath our feet. By recreating these conditions in a laboratory, diamonds can be made in a matter of weeks instead of over billions of years in nature.

Laboratory-grown diamonds are not the same as imitation stones, like cubic zirconia, which only pretend to be diamonds. When placed side by side, similarly graded laboratory-grown and natural diamonds will look identical, and only a trained professional can tell them apart.

Bradley's Jewellers has purposefully chosen to work with a laboratory-grown diamond supplier that is climate neutral and transparent about its environmental practices, so it can pass on these assurances to its customers. Now, its customers have a greater choice of stones and can shop according to the principles that matter to them. Find out more about Eco Rocks via ecorocksyork.com or by shopping in-store at Bradley's Jewellers York on Low Petergate.



ecorocks
BY Kay Bradley



Retail Jeweller
UK Jewellery Awards 2022
WINNER

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