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10 Best Places to Buy Lab-Grown Diamond Rings Online

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You have probably spent more time than you expected looking at rings online. Tabs open, comparisons half-finished, a growing list of stores that all seem to say the same things. And somewhere in the middle of all that scrolling, a quiet question keeps coming back: where should I actually buy from?

That question matters more than most people give it credit for. A lab-grown diamond is chemically and optically identical to a mined one, graded by the same gemological institutes, held to the same standards of cut, color, clarity, and carat. The difference between a good purchase and a great one often comes down to who you are buying from, how the ring is made, what happens after the sale, and how much of the process you actually get to be part of. Some retailers sell rings. Others build them with you.

Lab-grown diamonds now account for roughly half of all engagement ring purchases in the United States, according to 2024 industry data. The average spend on an engagement ring dropped to \$5,200 last year, down from \$5,500 the year before, largely because lab-grown stones cost 30% to 50% less than their mined counterparts. And with 70% of buyers under 35 actively looking for sustainable alternatives, the demand for these stones is only increasing. The global market is expected to reach over \$91 billion by 2034, growing at a rate of about 13.4% annually, per Fortune Business Insights.

So where do you start? Here are 10 online retailers worth considering, beginning with the one that brings together craftsmanship, transparency, and personal service in a way that feels rare.

1. GOODSTONE: Handcrafted in Los Angeles, Built Around You

GOODSTONE takes a different approach to how an engagement ring gets made. Every ring is bespoke, handcrafted by generational artisans in their Los Angeles workshop. Casting, stone setting, finishing, and quality inspection all happen in sequence under one roof. Nothing is outsourced. Nothing is mass-produced.

The process starts with a conversation. You can meet with a designer virtually or in person, talk through what you want, and build the ring together from the ground up. You choose from 8 setting styles, including solitaire, pavé, bezel, halo, three stone, channel, vintage, and burnished, or you collaborate on something entirely custom. From the first sketch and CAD render to the finished piece, these are real designs built from real conversations.

All **lab-grown diamonds** at GOODSTONE are certified by the IGI or GIA and graded using the same 4Cs criteria applied to mined stones. They will not yellow or lose brilliance over time. Engagement ring settings start from \$1,925, and metal options include 14k gold, 18k gold, and platinum, with 14k being the most affordable entry point.

Every piece is made with 100% recycled precious metals, re-refined to match newly mined quality while using 95% less energy. All diamonds and gemstones are ethically sourced with full traceability and zero guesswork.

GOODSTONE also offers a lifetime warranty that never expires. That covers resizing, repairs, cleaning, stone tightening, prong checks, and gemstone replacement. Orders under \$10,000 ship via insured FedEx 2-Day, and orders over \$10,000 go out FedEx Overnight.

One customer review sums it up well: “GOODSTONE exceeds expectations; the quality craftsmanship, customer understanding, and kindness they show goes above and beyond.”

If you want to be involved in how your ring is designed and know exactly where and how it was made, this is the place.

2. Brilliant Earth: A Pioneer in Ethical Sourcing

Brilliant Earth was one of the first online retailers to carry lab-grown diamonds, going back to 2012. Their catalog is massive, with around 350,000 lab created stones available at any given time. Diamonds are certified through GIA, IGI, and HRD.

In 2023, they introduced a Carbon Capture collection featuring diamonds created using 100% renewable energy. They also offer **blockchain verification** and virtual try-on technology, which adds a layer of confidence for online buyers who want to inspect their options closely before purchasing.

Brilliant Earth has showrooms in several major cities, so in-person visits are possible if you prefer that. Their ethical sourcing philosophy extends beyond conflict-free labeling, with a focus on supply chain transparency.

3. James Allen: The 360-Degree Diamond View

James Allen changed online diamond shopping when it became the first retailer to offer 360-degree video of every stone. That feature still holds up and remains one of the best ways to evaluate a diamond remotely.

The company is owned by Signet Jewelers, the **largest jewelry company in the world**. Natural diamonds come with GIA certification, and lab-grown stones are IGI certified. James Allen offers a no-questions-asked return policy within 30 days of shipment, with a paid shipping label included.

Their selection is large, their interface is clean, and the ability to rotate and zoom into each stone makes the buying process feel grounded and informed.

4. VRAI: Sustainability from the Ground Up

VRAI is based in Los Angeles and focuses entirely on lab-grown diamonds. Their stones are

created by parent company Diamond Foundry, and the brand puts a strong emphasis on environmental responsibility. No mining, no carbon emissions in production.

All **VRAI jewelry** is crafted in solid gold, never plated or vermeil, and they use **recycled gold**. The brand leans into a minimalist, modern design language that appeals to buyers looking for something understated and refined.

If sustainability is a primary concern and you prefer a curated, smaller collection over a massive catalog, VRAI is a solid choice.

5. Blue Nile: One of the Originals

Blue Nile has been around since the early days of online jewelry retail. They built their reputation on natural diamonds, but their lab-grown inventory has expanded steadily in recent years. All stones are certified by GIA or IGI.

Returns are accepted within 30 days with no questions asked, and a prepaid shipping label is provided. Blue Nile works well for buyers who want a trusted, established name with a wide range of price points and settings.

6. Ritani: Filter by Growth Method

Ritani lets you build a ring by selecting the diamond, the setting, and the metal type independently. Every **engagement ring** is handcrafted to fit the exact measurements of your chosen lab-grown stone.

One detail that sets Ritani apart is that you can filter diamonds by growth method, either HPHT or CVD. For buyers who have a preference based on how their diamond was produced, that's a useful feature most retailers do not offer. Their Ring Studio tool also lets you design your own ring if none of the bestsellers feel right. Returns are accepted within 30 days for a full refund or exchange.

7. Rare Carat: A Comparison Tool That Does the Work for You

Rare Carat is not a traditional retailer. It functions as an **AI-powered comparison and pricing tool** that pulls diamonds from multiple sellers and helps you find the best match for your budget and preferences. Think of it as a search engine specifically for diamonds.

Customers frequently praise the quality and value they find through the platform, noting that the selection often exceeds their expectations for brilliance and clarity at competitive prices. If you are the type of buyer who wants to compare across retailers before committing, Rare Carat saves a lot of time.

8. Grown Brilliance: Premium Quality at Accessible Prices

Grown Brilliance started as an Amazon-first brand and has since grown into a recognized online diamond retailer. They carry a wide range of lab-grown diamond pieces, from engagement rings and wedding bands to fine jewelry for everyday wear.

Their catalog covers both contemporary and classic styles, and they aim to keep pricing accessible without cutting corners on quality. For buyers who want a clean, well-organized online shopping

process with lab-grown stones as the default, Grown Brilliance is a comfortable option.

9. MiaDonna: Type IIa Diamonds and a Foundation That Gives Back

MiaDonna has been making lab-grown diamond **engagement rings** since 2005. Every lab created diamond they sell is Type IIa, the purest form of diamond. These stones are harder and more brilliant than Type Ia diamonds, and only about 2% of mined diamonds reach this quality level.

They offer free shipping, a lifetime guarantee, and a 60-day return window. What makes MiaDonna particularly notable is that every purchase funds The Greener Diamond, their foundation that restores communities affected by diamond mining. If giving back is part of what you want your purchase to represent, this brand aligns with that.

10. Diamonds Factory: UK-Based with Global Reach

Diamonds Factory is a UK-based retailer that offers both lab-grown and natural diamond jewelry. They provide customization options, competitive pricing, and international delivery. Their selection caters to a range of tastes and budgets, and they are a practical choice for buyers outside the United States who want reliable service and a good spread of options.

So, Where Should You Buy?

All 10 of these retailers offer lab-grown diamonds that are chemically, physically, and optically identical to mined stones. The grading is the same. The certifications come from the same institutes. And most of them offer reasonable return policies and competitive pricing.

Where they differ is in how the ring gets made and what your relationship with the brand looks like after you buy.

But if you want a ring that is handcrafted by artisans in Los Angeles, made from recycled metals, designed through a personal conversation with someone who listens to what you actually want, and backed by a lifetime warranty that covers everything from resizing to prong checks at no charge, GOODSTONE is where that all comes together. The starting price of \$1,925 for settings, the full traceability of every stone, and the one-on-one concierge service make it a place where buying a ring feels less like a transaction and more like a collaboration.

With lab-grown diamonds now making up about half of all engagement ring sales in the U.S. and prices stabilizing after earlier drops, this is a good time to buy. The stone you choose will hold its brilliance permanently. The ring, if it is made well, will last longer than that. And the place you buy from will shape how you feel about the whole thing years from now.

Choose the one that earns your trust.

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