

# Long Jewelers

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## Long Jewelers Debuts New Lab-Grown Diamond Inventory From Pure Grown Diamonds

This new addition to the Virginia Beach retailer's extensive diamond catalog gives shoppers a socially responsible alternative to mined diamonds

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(Newswire.com) - Long Jewelers, an award-winning jewelry retailer based in Virginia Beach, will now have an exclusive supply of Pure Grown Diamonds (PGD) available for purchase in their showroom. The diamond manufacturer currently stands as the largest seller of grown diamonds in the United States.



Pure Grown Diamonds, one of the leading innovators in above-ground [diamonds](#) and lab-grown diamond technology, is renowned for creating ethically-made diamonds of exceptional radiance and quality. Each stone comes with a certificate of authenticity verifying the diamond's type IIa classification.

Long Jewelers' current inventory includes a selection of 25 loose white diamonds in various shapes and sizes, but as a PGD authorized retailer, they are able to specially order diamonds of a particular size or shape for the discerning buyer.

*"It's more about where the diamond comes from that's getting people to buy, rather than the price. This is especially true with younger people — they don't care whether or not diamonds are grown or gotten from the ground."*

— JON WALP  
GENERAL MANAGER OF LONG  
JEWELERS

Jon Walp, the general manager of Long Jewelers, considers himself a traditionalist in the ever-growing debate between natural and lab-grown stones. However, he understands the importance of offering something for everyone at his showroom.

"It's more about where the diamond comes from that's getting people to buy, rather than the price.

This is especially true with younger people — they don't care whether or not diamonds are grown or gotten from the ground," said Walp.

"We don't know how popular lab-grown diamonds will be at our store, but it at least gives us the opportunity to provide the customer with an alternative to mined diamonds."

To learn more about the inventory of Pure Grown Diamonds available at Long Jewelers, visit their website at [LongJewelers.net](http://LongJewelers.net), call them at (757) 498-1186, or visit their showroom in person.

## About Long Jewelers

For over 30 years, [Long Jewelers](#) has been a retailer of designer [wedding bands](#), [engagement rings](#), Swiss [timepieces](#), and fine jewelry items, and services customers in the Virginia Beach, Virginia area. Under the leadership of founder and president David Long, Long Jewelers has come to boast the largest jewelry showroom in Virginia, has been featured in magazines such as Town & Country and InStyle, and has been voted the "Best of the Beach" more than 20 times.

For questions concerning products, sales, services, or onsite jewelry repair, visit [Longjewelers.net](http://Longjewelers.net), or call (757)-498-1186 for more information.

Source: [Long Jewelers](#)

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- [Long Jewelers website](#)
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