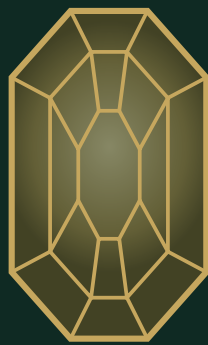


PRESS KIT



*The Zelia*

Finished lab-grown diamond jewellery, ready-made and  
bespoke — crafted for the modern Maison.

PRESS & MEDIA

# The Maison

The Zelia is an online Maison crafting lab-grown diamond fine jewellery for the modern Gulf — ready-made pieces and one-of-a-kind commissions, each stone independently certified and each price transparent from first sketch to final setting.

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FOUNDED

2026 · Dubai, UAE

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SPECIALITY

Lab-grown diamond fine jewellery

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OFFERING

Ready-made & bespoke commissions

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EVERY STONE

IGI certified

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BESPOKE PRICING

Transparent 50 / 50 milestones

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IN THE PRESS

*“A new maison redefining fine jewellery for the conscious collector.”*

VOGUE ARABIA

*“Lab-grown brilliance, finished with genuine haute-joaillerie craft.”*

HARPER'S BAZAAR

*“The Zelia makes the certificate as beautiful as the stone.”*

ROBB REPORT

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PRESS ENQUIRIES

[press@thezelia.com](mailto:press@thezelia.com)

Imagery, lookbook and brand assets available on request — we typically reply within one working day.

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*The Zelia*

THEZELIA.COM