

Podcast: The Lab-Grown Con?



**THE RAPAPORT
DIAMOND
PODCAST**

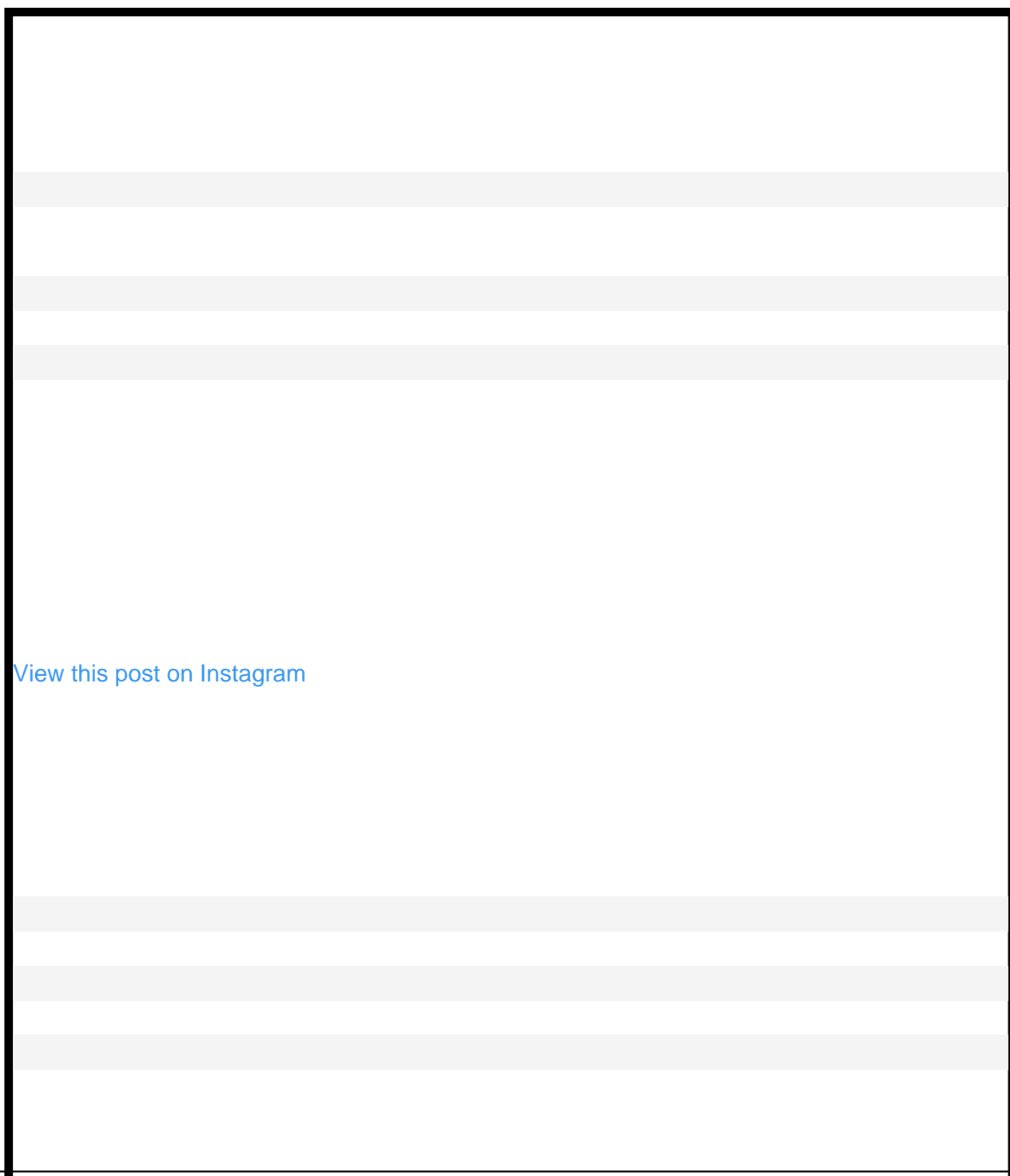
**THE LAB-GROWN CON?
WITH SPECIAL GUEST OLIVIA LANDAU**

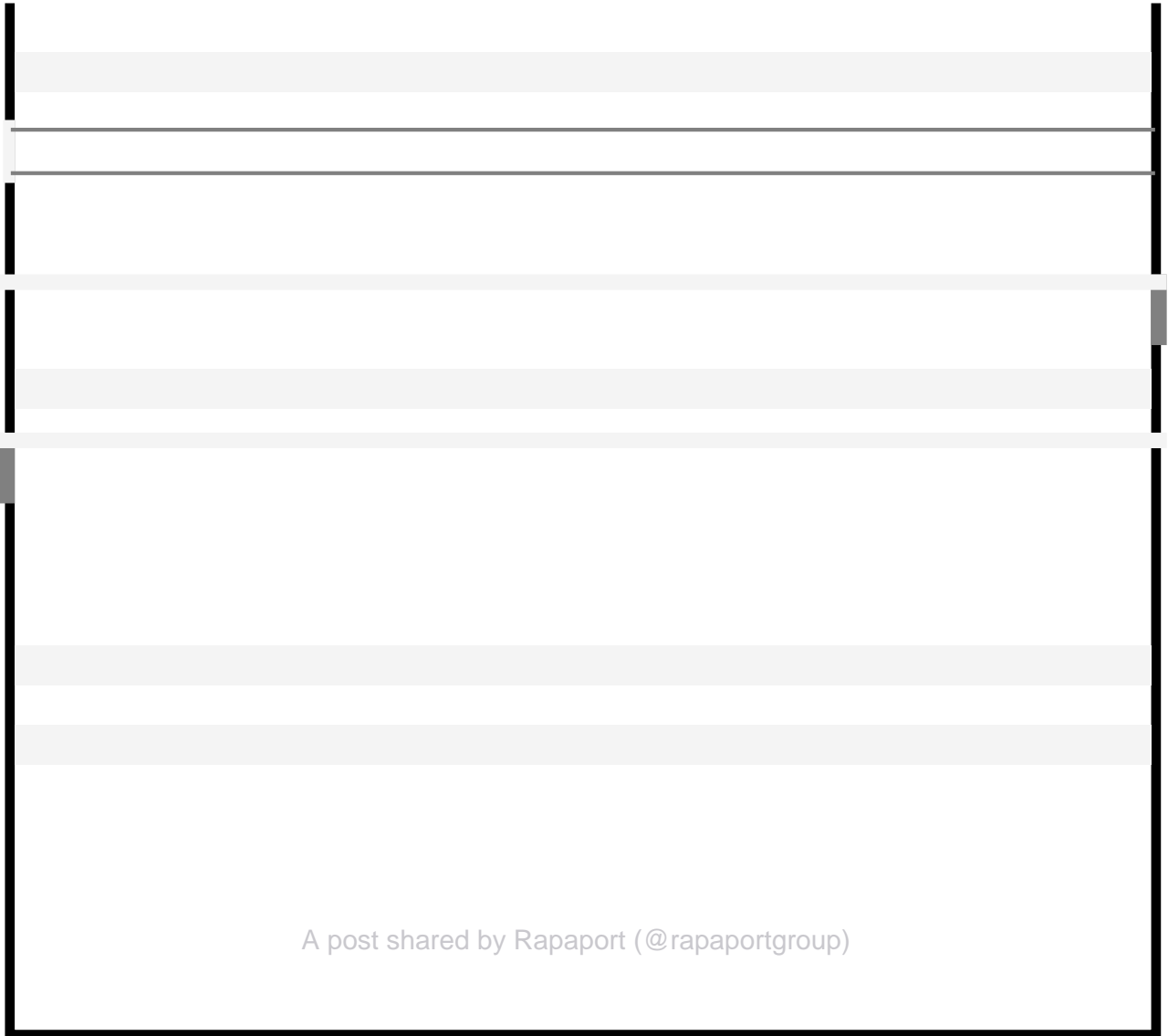
The image shows a podcast cover with a light blue background. On the left, there are two black and white portrait photos: the top one is of a man with glasses and a beard, and the bottom one is of a woman with long dark hair. To the right of the photos, the text 'THE RAPAPORT DIAMOND PODCAST' is written in large, bold, black letters, with 'RAPAPORT' in red. Below that, 'THE LAB-GROWN CON?' is written in red, and 'WITH SPECIAL GUEST OLIVIA LANDAU' is written in smaller red letters. On the far right, there is a black and white illustration of a vintage microphone.

Some retailers are spreading false information about the value of lab-grown diamonds, said Olivia Landau, CEO of [The Clear Cut](#), on the latest Rapaport Diamond Podcast.

“I don’t think consumers understand how inexpensive lab-grown diamonds are,” said Landau on episode number 101. “Precisely at the retail level, jewelers are marking them up so significantly, putting them side by side with the natural and saying, ‘Hey, they’re the exact same thing, this is just 50% or 70% cheaper,’ even though they’re making over 300% margin.”

Landau, a fourth-generation jeweler and former Tiffany & Co. salesperson, cofounded The Clear Cut as a side hustle that turned into a full-time business helping consumers find custom-made natural-diamond engagement rings.





A post shared by Rapaport (@rapaportgroup)

The Clear Cut does not sell [synthetics](#) but gives away a free lab-grown diamond as a travel ring for customers buying a natural-diamond engagement ring. The company purchases lab-grown stones for under \$100 per carat, Landau says, noting that its vendor also makes a margin.

In conversation with Rapaport's Joshua Freedman, Landau also talks about the state of US consumer demand ahead of the holidays, the role of social media, and how the company uses non-fungible tokens (NFTs).

Listen to the episode here: