

# Rotterdam Jewelers

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## Rotterdam Jewelers Offers Alpha Lab Grown Diamonds Starting This Month

This addition to the retailer's diamond inventory will provide shoppers with an ethical and price-conscious alternative to mined loose diamonds and jewelry containing these stones.

MICHIGAN, September 13, 2019 (Newswire.com) - This month, Rotterdam Jewelers will start carrying [lab-grown diamonds](#) at its Milford and Brighton store locations in Michigan. The jewelry retailer will source most of their lab-grown stones from Alpha, a company that sells exclusively above ground loose stones and jewelry pieces adorned with them.



Alpha's [diamonds](#) carry all of the typical trademarks of diamonds produced in a laboratory: pristine Type Ila stones created through eco-friendly processes and sold for cheaper than their mined counterparts. Considering that lab-grown stones are still physically and chemically the same as below ground diamonds, this is great news for those looking for a greener alternative for their heirloom pieces.

Rotterdam Jewelers was founded in 1984 with a focus on community, and the retailer's staff strives to provide nothing but the best in customer care. With more and more shoppers turning to lab-grown diamonds for their [engagement rings](#), [wedding bands](#), and fashion jewelry, adding a robust selection of lab-grown diamonds to Rotterdam's inventory was the obvious next step. With this new addition, young couples and eco-conscious buyers in Michigan now have a greater selection to choose from.

To learn more about Alpha or the lab grown diamonds available at [Rotterdam Jewelers](#), contact their Milford store at (248) 685-1150 or their Brighton location at (810) 220-0015.

### About Rotterdam Jewelers

Since its establishment in 1984, Rotterdam Jewelers has served as a trustworthy purveyor of all things fine jewelry and [luxury watches](#) for the people in Milford and Brighton, Michigan. Inspired by his hometown's focus on family and community, founder Dean Rotterdam set out to build a business that emulated these traits as well. That's why, for more than 35 years, the retailer has donated over \$460,000 to local charities and non-profit organizations like the American Cancer Society and ALS of Michigan, Inc. Today, Rotterdam Jewelers is renowned for its unparalleled inventory, top-notch customer care, and expert custom jewelry design and other services.

Get in touch with the jewelry retailer by sending an email to [info@rotterdam.com](mailto:info@rotterdam.com) or by calling (248) 685-1150 for their Milford location and (810) 220-0015 for their Brighton location.

Source: [Rotterdam Jewelers](#)

### Additional **Links**

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- [Rotterdam Jewelers website](#)
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