

Thousands of Diamonds to Choose From!

Conflict-Free Mined Diamonds

Our conflict-free diamonds are sourced from diamond suppliers who participate in the System of Warranties and follow the guidelines of the Kimberley Process.



The diamonds are guaranteed to have been purchased from legitimate sources not involved in funding conflict and in compliance with United Nations resolutions.

Hoover & Strong guarantees that the diamonds are conflict free, based on personal knowledge and/or written guarantees provided by the suppliers of the diamonds.

Harmony Recycled Diamonds™

A recycled diamond is a naturally occurring diamond, cut & polished from mined rough, previously set in jewelry then removed, and re-introduced into the supply chain for resale.



Approximately 4.5 billion carats of diamonds have been extracted from the ground since large scale mining efforts began in South Africa in the 1870s. This means many millions of diamonds are part of the world’s existing, above ground supply of diamonds.

In order to reduce the industry’s reliance on environmentally damaging mining practices, Hoover & Strong is proud to participate in the acquisition and reintroduction of these many millions of diamonds back into the jewelry supply chain.

Harmony Canadian Mined Diamonds™

Hoover & Strong offers certified, conflict free diamonds from the Canadian Arctic. These diamonds are mined in the Canadian North and responsibly cut and polished.



Their production and sale are subject to strict standards, set out by the Canadian Code of Conduct and the Government of the Northwest Territories, designed to protect the Arctic environment, mine workers and local employees.

Known for their sparkle and clarity, Canadian diamonds rank among the most spectacular diamonds currently available.

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Lab-Grown Diamonds

Lab-grown diamonds are created using advanced technology which replicate the natural method of diamond formation, giving them the same characteristics of natural ones, both in strength of material and sparkle. All of our lab-grown diamonds are certified and are purchased from suppliers who follow internationally recognized environmental standards.

When searching our site for lab-grown diamonds, please note that you can narrow down your search to include the following two features:

As-Grown Lab-Grown Diamonds

Indicates a lab-grown diamond which has been certified to be ‘as grown’, meaning no post-growth treatment or color enhancement has been performed on the diamond.



Major gemological labs, including IGI and GIA, have added this notation to their lab-grown diamond certification, similarly to how it’s been noted on mined diamond certificates for years.

Certified Sustainability Rated Diamonds

A Sustainability Rated Diamond is a diamond from an accredited laboratory grown diamond production operation that has been evaluated against five pillars of sustainability achievement and is found to be in full conformance with the requirements of the SCS-007 Jewelry Sustainability Standard. Certificates can be obtained through H&S or directly at SCS Global Services.



WHY BUY DIAMONDS FROM HOOVER & STRONG?

- Great selection at great prices
- Advanced search filters and features
- Sustainable source options
- Memo program available
- We accept special and custom orders