



Charles & Colvard Partners with VideoShops to Bring Its Lab-Grown Jewelry and Customers to the Social Commerce Network with 50,000+ Influential Sellers

November 17, 2025

RESEARCH TRIANGLE PARK, N.C., Nov. 17, 2025 /PRNewswire/ -- [Charles & Colvard, Ltd.](#) (OTC: CTHR) (the "Company"), a globally recognized fine jewelry company that specializes in moissanite and lab-grown diamonds, today announced a strategic partnership with VideoShops, a next-generation social commerce network built to change how commerce flows through social with over 50,000 sellers transforming how people shop, share, and engage with today's consumers.



"We believe this partnership underscores Charles & Colvard's ongoing commitment to digital innovation, transparency, and shoppable experiences. Our goal is to deliver meaningful, modern shopping experiences that align with the values and passions of today's social ecommerce entrepreneurs and consumers alike, featuring our *Made, not Mined*[™] fine jewelry," said Don O'Connell, President and CEO of Charles & Colvard.

The partnership brings Charles & Colvard's fine jewelry offerings to VideoShops' rapidly growing platform while allowing the Company's loyal customers, brides, stylists, and everyday jewelry lovers not only to shop but also to earn commission income by launching their own VideoShops storefront. VideoShops enables Charles & Colvard's product catalog to be distributed across customer-run storefronts, so that consumers can share products on their social feeds, group chats, and more.

"Charles & Colvard has always believed in empowering our customers," said O'Connell. "Our partnership with VideoShops allows our community to engage with our *Made, not Mined*[™] brand in a powerful new way — earning while sharing their favorite *Forever One*[™] moissanite and *Caydia*[®] lab-grown diamond products. VideoShops unlocks a performance-based sales force activated by everyday customers and creators who can share bridal moments, styling tips, and the latest jewelry trends. VideoShops' technology makes selling immediate, effortless, and affordable. Together, we're building a modern, socially-driven sales force rooted in trust and shared success," concluded O'Connell.

"Today's brands are struggling to keep up with the speed and scale of peer-to-peer commerce," said Nicole Winnaman, Co-Founder of VideoShops. "Today's consumers are shopping in real-time moments, inspired by a friend's engagement ring, a styling video, or a bridal party group chat. They trust people and communities they relate to, not paid influencers. VideoShops is the retail engine behind the next era of commerce, where every shopper can sell instantly, every product can be sold across every social interface, and every brand can activate a sales force that grows at the speed of shared culture," continued Winnaman.

VideoShops quickly captured the attention of some of the most influential investors and operators in technology, retail, media, and global commerce. Alongside Charles & Colvard, early supporters and strategic backers include Marc Lore, Alex Rodriguez, Dick Costolo, Jeff Ubben, Kevin Mayer, Lyor Cohen, Phil Potter, and Princess Reema of Saudi Arabia. These leaders recognize VideoShops' potential to redefine social commerce on a global scale, and their conviction underscores the magnitude of the opportunity.

About Charles & Colvard, Ltd.

Charles & Colvard, Ltd. (OTC: CTHR) believes that fine jewelry should be as ethical as it is exquisite. Charles & Colvard is the original creator of lab-grown moissanite—a rare gemstone formed from silicon carbide. With the recent convertible note and equity investment from and distribution partnership with Ethara Capital LLC, an affiliate of Bhanderi Lab Grown Diamonds Inc. ("Bhanderi"), one of the largest LGD growers in the world, the Company is significantly expanding its product portfolio to include both moissanite and LGD gemstones and jewelry across its engagement, bridal, anniversary and fashion collections. The Company brings revolutionary gems and fine jewelry to market by using exclusively *Made, not Mined*[™] above-ground gemstones and a dedication to 100% recycled precious metals. The Company's *Forever One*[™] moissanite and *Caydia*[®] lab-grown diamond brands provide exceptional quality, incredible value, and a conscious approach to bridal, high-fashion, and everyday jewelry. Charles & Colvard was founded in 1995 and is based in North Carolina's Research Triangle Park region. For more information, please visit charlesandcolvard.com.

About VideoShops

VideoShops is a next-generation social commerce network built to transform how commerce flows through social. *VideoShops Universal Merchant Engine*[™] is a proprietary retail infrastructure that ingests any merchant's full product catalog and instantly distributes every SKU across any seller, creator, or consumer storefront. Designed to eliminate the friction of legacy affiliate systems, VideoShops powers real-time selling with *Same Day Pay*[™] unified checkout, and performance-only economics for merchants.


With VideoShops, anyone can become a seller in under 60 seconds, curating and sharing products they love across social platforms, messaging apps, or their own storefront link. For merchants, VideoShops unlocks a scalable, risk-free sales force driven by peer-to-peer recommendations, authentic discovery, and measurable results.

VideoShops is redefining the future of retail by transforming shoppers into earners, brands into networks, and product discovery into instant commerce. From beauty and fashion to jewelry, lifestyle, and travel, the platform is powering the fastest-growing engine for social-driven sales globally.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Statements expressing expectations regarding our future and projections relating to our products, sales, revenues, and earnings are typical of such statements and are made under the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, but are not limited to, statements about our plans, objectives, representations, and contentions and are not historical facts and typically are identified by use of terms such as "may," "will," "should," "could," "expect," "intend," "plan," "anticipate," "believe," "estimate," "predict," "continue," and similar words, although some forward-looking statements are expressed differently.

All forward-looking statements are subject to the risks and uncertainties inherent in predicting the future. You should be aware that although the forward-looking statements included herein represent management's current judgment and expectations, our actual results may differ materially from those projected, stated, or implied in these forward-looking statements as a result of many factors including, but not limited to: the execution of our business plans could significantly impact our liquidity and there is substantial doubt about our ability to continue as a going concern; our business and our results of operations could be materially adversely affected as a result of general economic and market conditions; our future financial performance depends upon increased consumer acceptance, growth of sales of our products, and operational execution of our strategic initiatives; we face intense competition in the worldwide gemstone and jewelry industry; we are subject to certain risks due to our international operations, distribution channels and vendors; we are currently dependent on a limited number of distributor and retail partners in our Traditional segment for the sale of our products; seasonality of our business may adversely affect our net sales and operating income; sales of moissanite and lab grown diamond jewelry could be dependent upon the pricing of precious metals, which is beyond our control; our current customers may potentially perceive us as a competitor in the finished jewelry business; if the e-commerce opportunity changes dramatically or if e-commerce technology or providers change their models, our results of operations may be adversely affected; we are subject to arbitration, litigation and demands, which could result in significant liability and costs, and impact our resources and reputation; the financial difficulties or insolvency of one or more of our major customers or their lack of willingness and ability to market our products could adversely affect results; negative or inaccurate information on social media could adversely impact our brand and reputation; if we fail to evaluate, implement, and integrate strategic acquisition or disposition opportunities successfully, our business may suffer; as a public reporting company, we are subject to rules and regulations established from time to time by the SEC regarding our internal control over financial reporting. If we fail to establish and maintain effective internal control over financial reporting and disclosure controls and procedures, we may not be able to accurately report our financial results, or report them in a timely manner; our recent delisting from The Nasdaq Stock Market and move to over the counter ("OTC") trading could limit the liquidity and price of our common stock; we could be negatively affected as a result of a proxy contest or other actions of activist shareholders; some anti-takeover provisions of our charter documents may delay or prevent a takeover of our Company; in addition to the other risks and uncertainties described in more detail in our filings with the U.S. Securities and Exchange Commission (the "SEC"), including our Annual Report on Form 10-K for the fiscal year ended June 30, 2024 and subsequent reports filed with the SEC. Forward-looking statements speak only as of the date they are made. We undertake no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur except as required by the federal securities laws, and you are urged to review and consider disclosures that we make in the reports that we file with the Securities and Exchange Commission, or SEC, that discuss other factors relevant to our business.

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