

Orange County Custom Jewelry Design House Introduces New Infinity Halo Engagement Ring

Simone & Son unveils its newest collection of custom and customizable engagement rings

May 1, 2010 (FPRC) -- Simone & Son, designer of custom engagement rings in Orange County for over thirty years, introduces its newest infinity halo engagement ring. As a trusted resource for engagement and wedding rings in OC, Simone & Son gives clients the opportunity to design their own rings or to choose the center stone for the exquisite new Infinity halo engagement ring.

"The infinity halo engagement ring combines the elegance of pave set diamonds and classic elements of traditional halo engagement rings with the symbol of everlasting love and unity," said Shant Dakessian, designer and certified gemologist, Simone & Son. "Because it's the single most important jewelry purchase of a lifetime, couples today are choosing engagement rings that reflect individual styles and personalities."

Halo style engagement rings feature a frame of accenting diamonds that showcases the larger stone in a dazzling halo effect. The infinity halo engagement ring features two ring shanks intertwined to form the infinity symbol for everlasting love. Available in nearly any cut, size, shape and quality of center stone, infinity halo rings look amazing with just about any shape of center diamond including round, cushion cut, emerald cut, asscher cut, oval and marquise shaped diamonds. Selecting a colored gemstone as the main stone adds yet another custom touch to a ring.

At the forefront of custom jewelry-making, Simone & Son utilizes the most advanced computer technology and cutting-edge prototyping methods to offer its customers near-total creative freedom and a faster turnaround time than that of traditional jewelry-making. Each Simone & Son ring is produced entirely in-house, from the design and modeling phases all the way to manufacture and finishing. This is a rarity in the jewelry business these days, but it gives the jeweler total control of every step of the process and ensures impeccable attention to detail and exacting standards.

In addition to custom jewelry design, Simone & Son carries an exclusive collection of award-winning jewelry designs including men's wedding bands, jewelry and accessories to ladies rings, earrings, necklaces and bracelets. Simone & Son specializes in Ideal Cut Diamonds, Cut by Tolkowsky Diamonds, Firemark Princess Cut Diamonds and Cushion Cut Diamonds, and precious gemstones such as Tanzanites, Tourmalines of varying colors, Sapphires and much more.

About Simone & Son

Recognized as one of the premier Orange County jewelry design houses, Simone & Son's family tradition of making fine jewelry dates back to 1945, in the South of France. Today, the award-winning design team produces exquisite fine jewelry, specializing in custom engagement rings. Simone & Son works with clients one-on-one to produce the most distinctive engagement rings and wedding rings Orange County clients will find. Any concept or design can be brought to life in the company's full service showroom, which stocks G.I.A. certified diamonds that also are certified conflict free. Simone & Son's staff can locate diamonds and gems from anywhere around the world, assuring the final piece will be a cherished heirloom for years to come. For more information, please visit www.simoneandson.com or call 714-964-4012 for a free design consultation.

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