

Simone & Son Jeweler Designs for Swarovski Gem Visions 2011

Orange County jewelry design house talent among top designers invited to participate

July 31, 2010 (FPRC) -- HUNTINGTON BEACH, Calif., -- Simone & Son, Southern California's premier jewelers serving Newport Beach to San Diego for more than thirty years, announced that designer Shant Dakessian has participated in the Swarovski Gem Visions 2011 trend book. The 2011 edition of the Swarovski book focuses on precision cut genuine and created gemstones.

'Swarovski is well known in the crystal industry, and is making its mark equally in the area of fine and created gemstones,' said Shant Dakessian, designer and certified gemologist, Simone & Son. 'I'm honored to be invited and among the esteemed designers to participate in this collaborative effort.'

According to its web site, Swarovski Gem Visions seeks to stimulate creativity and originality in design and manufacturing, influencing the jewelry industry. Select designers were invited to contribute their designs, showcasing the latest direction and trends in gemstones and created gems. Like other art, jewelry design is influenced by the economy, world events, pop culture and technology. Gem Visions designers hail from all over the world and imbue their creations with elements of their respective environments.

The precision cut design by Dakessian featured in Gem Visions 2011 is an 18-carat gold and sterling silver ring reminiscent of rings from the Sagrada Collection by Simone & Son. The piece is designed with Celtic and Gothic influences using Swarovski Genuine Gems, including Garnet center stones and side stones of white topaz and black spinel. In addition, Simone & Son contributed a pair of simple, elegant cufflinks featuring channel set round white passion topaz and buttons with colorless Swarovski passion topaz center stones.

These unique pieces are characteristic of the type of creations discriminating customers can find by visiting Simone & Son's Huntington Beach showroom. Simone & Son jewelry designers and gemologists specialize in custom jewelry design that is as limitless as the imagination. Whether shopping for engagement rings, wedding bands, anniversary gifts or jewelry resetting and makeovers, customers are destined to capture their inspiration in custom designed jewelry at Simone & Son.

Simone & Son specializes fine gemstones and diamonds including Firemark Princess Cut Diamonds and Cushion Cut Diamonds, nearly all of which are G.I.A. and A.G.S. certified and hand selected by their own certified Gemologists. Simone & Son also carries an exclusive collection of award-winning, non-custom jewelry including men's and women's wedding bands, engagement rings, earrings, necklaces and bracelets.

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 (and manufacturing facility), 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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