

Simone & Son Announces Release of New Custom Wedding Rings

Orange County jeweler offers more than a dozen new options for customizable wedding bands

November 1, 2011 (FPRC) -- HUNTINGTON BEACH, Calif. – Simone & Son, Southern California's premier jeweler specializing in custom Orange County jewelry, today announced that they have added brand new pieces to their custom wedding rings section in time for the fall and winter wedding season. More than a dozen new custom wedding ring options have been added to Simone & Son's already thorough collection, including new Greek and Celtic influenced pieces, as well as rose gold and palladium options as well.

'Everyone out there has a different idea on what exactly is the perfect wedding ring,' said Shant Dakessian, designer and certified Gemologist, Simone & Son. 'While some people may like simplicity from a wedding band, other's like something that is a bit flashier to wear on their finger from decades to come. At Simone & Son we offer our customers a large selection of rings so that everyone can find something that they love. In our custom wedding band section, we are proud to have added even more options for our customers this month, including such options as an 8mm Greek Key Wedding Band, a sleek and stylish Blackened Palladium & Diamond Wedding Band, and even custom his and her's Celtic Wedding Rings. At Simone and Son we are known for giving our customers plenty of options to make sure that they find the perfect ring for their special day.'

Simone & Son's new custom jewelry releases join the dozens of options that are available for purchase on their website. These include rings made of traditional metals such as gold and silver, as well as newer 'alternative' metals such as palladium, platinum and titanium. Customers can choose from a collection that features everything from simple rings to ornate options that feature a variety of diamonds and gems which can be customized to each customers liking. The new addition range in price from sub-\$1,000 to \$10,000-plus, which means that both sides of the price spectrum have new options. You can find a full listing of the wedding bands offered at Simone & Son, including the new releases, at http://www.simoneandson.com/wedding_bands.asp.

By utilizing the advancement in technology and computer aid, there are virtually no limitations on the exquisite works that the jewelers at Simone & Son can accomplish. By integrating modern prototyping technology models are able to be created in fine detail at a faster pace. With many years of cultivated craftsmanship and skill customers can ensure of receiving nothing but the highest quality work. Through the long passed down family tradition of making jewelry since 1945, customers can rely on the family presence and skill when choosing to customize their engagement ring.

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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