

## **Increase in Number of Custom Engagement Rings Created From Afar**

*Quality custom engagement rings are often created with many miles between the customer and designer*

March 29, 2013 (FPRC) -- Huntington Beach, California, United States – Simone & Son, Orange County Jewelry designer located in Huntington Beach, California for over 30 years, reports an increase in custom jewelry orders from longer distances. Custom jewelry pieces traditionally ordered in person for the ease of describing the outcome desired and for the customer to approved steps between the concept to the finished piece have in recent years seen an increase in orders from farther distances. This is due to the streamlined process custom jewelry now is achieved with.

Because unique engagement rings are now usually sought out instead of perusing a jewelry flyer people have been contracting custom pieces more often. This is with good reason, custom jewelry is much easier and more affordable to purchase than it used to be. The process has been made more precise and efficient which saves money for the customer and gives them a better product. With computer aided design customers can see the progress of their pieces from miles away through emails. This means the competition is up for custom jewelers also. Their local customers can now order from many more custom jewelers than previously.

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](http://www.simoneandson.com) or call 714-964-4012 for a free design consultation.

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### **Keywords**

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