

## Orange County Jewelry Design House Introduces New Engagement Ring Designs

*Inspired by vintage styles and colored stones, Simone & Son offers custom and semi-custom engagement rings and wedding bands.*

**July 7, 2010** - [PRLog](#) -- Huntington Beach, CA -- Simone & Son, a premier Orange County jewelry design house, unveils new engagement ring and wedding band designs for the 2010 wedding season. Whether choosing a custom designed engagement ring or from among the jeweler's unique collection of rings, Simone & Son clients are assisted throughout the process, from gem selection to choice of metal and setting.

"Some of the hottest rings styles this year feature coloured gemstones, Asscher cut rings and pave set wedding bands," said Shant Dakessian, designer and certified gemologist, Simone & Son. "Our designers take the hottest styles and trends in rings and incorporate them into a custom design for our clients. Or choose from our breathtaking collection of original designs."

According to TheKnot.com, yellow diamonds, pink diamonds and pink sapphires are the focal point in this year's engagement rings. Vintage inspired styles feature updated round, center cut or Asscher cut, in addition to engravings, raised edges and filigree detail. Stackable channel set or pave set bands expand future anniversary gift-giving options.

Bringing its European heritage in jewelry design and gemology to Southern California, Simone & Son enables today's couples to create their own personal statements with custom engagement rings and wedding bands. From simple yet elegant platinum princess cut wedding sets to micro pave ring with Tolkowsky cushion cut diamonds and channel set coloured gemstone wedding bands, Simone & Son assists clients through the entire ring process, whether creating a brand new ring or using family heirloom gemstones for custom jewelry makeovers.

Simone & Son specializes in Ideal Cut Diamonds, Cut by Tolkowsky Diamonds, 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 master 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 OC 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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