

# Diamond Jewellery Straight From The Heart. [www.icecool.co.uk](http://www.icecool.co.uk) Launches Diamond Love Letters



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Icecool launches a new look in personalized diamond jewellery: Love Letters, a single gold letter charm pendant highlighted with a hand-selected, fine quality Icecool diamond. Superb value combined with directional design and stunning diamonds.

From the jeweller that presented the hugely successful 'Your Name In Diamonds', Carrie's Sex in the City signature necklace, [www.icecool.co.uk](http://www.icecool.co.uk) now launches a new personalised diamond-glinting charm-pendant, and with it a new concept in demi-couture, the 'design your own' DIAMOND LOVE LETTER.

The chosen Letter comes in 9 carat white or yellow gold, on a 16 inch chain, and in a choice of typeface styles: as a traditional, bold, blocked capital or in a romantic, lyrically looped script. From here choose exactly where



the diamond is positioned, and how many diamonds will be set.

A single letter with one diamond is temptingly priced at £195, and each extra diamond costs £25. Or for total indulgence, and as part of Icecool's celebrated 'You Dream We Create' bespoke design service, each Love Letter could be fully paved with diamonds.

Mark Walker, [www.icecool.co.uk](http://www.icecool.co.uk)'s Creative Director is on a mission to spread the joy of diamonds. Mark has designed Love Letters to be an enticing entree to diamond jewellery, a perfect first diamond jewel, a scintillating Sweet Sixteen present or extra special gift. [www.icecool.co.uk](http://www.icecool.co.uk) shows that diamonds can be young, fun, frivolous and an easy, affordable, life-enhancing indulgence.

The Love Letter, the new iconic identity charm, is already grabbing the limelight as the look of the minute, with stars like Katy Perry, Gwen Stefani and Lily Allen, and supermodel Lily Cole leading the way with their own initial charm necklaces.

The diamond Love Letter can be worn as a single initial, or used as a modular starting point for personal creative interpretation. There are 100 different choices and permutations.

Wear one single letter as an initial, or the initial of a loved-one as a classic charm; thread it on a long chain, or mix it with favourite, well-worn tokens and talismans. Or wear several at once to compose a name, a meaningful word, or a secret message. And remember, [www.icecool.co.uk](http://www.icecool.co.uk)'s Diamond Love Letters come direct, beautifully presented and specially packaged, straight from the heart.

To view the new Icecool site with the complete 2009 Collection log on to [www.icecool.co.uk](http://www.icecool.co.uk)

A free mail order book is also available via the website or by calling 0207 831 7648 Call the experts - To speak to a diamond expert call 020 7831 7648, 9am - 5pm, Monday - Friday. Love Letter Luxury, only a phone call away.

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