

Simone & Son Invites Customers to Create One-of-a-Kind Custom Engagement Rings



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Clients become part of the creative process at local atelier that combines old-world craftsmanship and modern design tools



HUNTINGTON BEACH, Calif., October, 2009 – Simone and Son, Orange County’s premier fine jeweler, ushers in a new era of custom engagement rings, combining the client’s input from the very start. As a distinctive alternative to ready-made engagement rings and wedding bands, Simone & Son opens up the creative process, allowing customers to infuse their own personalities and sense of style to their rings to create lasting symbols of matrimony.

“Today, couples are waiting longer to get married and something they deliberate upon, often quite painstakingly, is the process of selecting engagement and wedding rings,” said Shant Dakessian. “For those who seek something different from mass-produced jewelry, we offer a once-in-a-lifetime chance for couples to participate in designing their own rings. Brides and grooms write their own vows; designing their own rings is a natural evolution.”

Whether the idea comes from an old family heirloom, a sketch or in the mind’s eye, Simone & Son’s experienced artist sketches a hand drawing of the ring. A prototype is created, using the most sophisticated prototyping machines. High-tech equipment enables Simone & Son to create designs with incredible detail, at a faster pace than traditional methods.

In the casting stage, molten metal is poured into a perfect negative impression (a unique mold), which is cooled and then removed. A good casting produces metal that is free of air bubbles. What remains is a scaly but detailed shape that must be finished. Hand craftsmanship lends to the beauty of the finished piece. Watch a video clip to learn more at http://www.simoneandson.com/cms/custom_design.asp.

Few jewelers still manufacture in-house, but this distinction allows Simone & Son to control every step of the process, which produces simply stunning results. Their exacting standards and impeccable attention to detail combined with years of mastery in stone setting, fabricating, hand engraving and finishing techniques—make Simone & Son a trusted source among celebrities and local clientele alike.

In addition to custom jewelry design, Simone & Son carries an exclusive collection of award-winning jewelry designs including men's wedding bands, jewelry and accessories to ladies rings, earrings, necklaces and bracelets. Simone & Son specializes in Ideal Cut Diamonds, Cut by Tolkowsky Diamonds, Firemark Princess Cut Diamonds and Cushion Cut Diamonds, and precious gemstones such as Tanzanites, Tourmalines of varying colors, Sapphires and much more.

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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