

Icecool Diamond Jewellery: Icecool.co.uk Launches The Diamond Jewellery Collection for Christmas 2009 & New Year 2010



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www.icecool.co.uk, the UK's leading online diamond jewellery store announces the launch of 15 stunning new diamond pieces; additions to existing, distinctive diamond jewellery design collections.

For Christmas 2009, Icecool's new diamond pendants, diamond earrings, bracelets and toe rings, all in 18ct yellow and white gold, make perfect diamond gifts.

Mark Walker, Icecool's Creative Director and renowned [diamond expert](#) says "We have made sure that the new products we have designed are in line with our new diamond jewellery trends. As we do not have a "shop front" on the high street, we are able to pass on our amazing diamond savings to our all customers. We know that they all appreciate our expertise and honest way of doing business, from the extraordinary testimonials we get from truly satisfied customers each and every day."



One of the key [jewellery](#) trends for

2010 is 'Elementary'; absolutely pure and minimal, where function and form unite with simplicity. Icecool.co.uk's simple, sparkling diamond earrings are a true reflection of this trend.

Another key trend evident in Icecool.co.uk's 2010 Collection is 'DNA' inspired designs; circles, ovals and organic forms linked together to create amazing chains. The new pendants are designed with set diamonds graduating in size to symbolise life's journeys.

As well as extending a stunning array of [diamond jewellery](#), Icecool.co.uk also offers customers a bespoke service, 'You Dream, We Create', giving clients the opportunity to have the diamond jewellery of their dreams designed and created with the help of Mark Walker and his team.

Customers have the option to discuss their diamond dream with Mark over the phone, or arrange a one-to-one consultation.

Icecool.co.uk is the first and only online diamond jewellery company to join the Council for Responsible Jewellery Practices, assuring customers that Icecool.co.uk diamonds are entirely conflict-free.

To view the new Icecool site with the complete Diamond Collection log on to 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

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