

# Whiteflash on Cover of Bridal Guide

HOUSTON, Texas – Aug. 28 (SEND2PRESS NEWSWIRE) – Wearing an “A Cut Above” hearts and arrows diamond valued at over \$100,000, this month’s Bridal Guide cover girl has every reason to smile. Her duchesse satin gown, embroidered with crystals and pearls is accompanied by sizzling marquise and brilliant-cut diamond earrings, a delicate three-stone diamond pendant and a sparkling bracelet with flower-shaped diamond clusters.



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The center stone is a blinding 5-carat round hearts and arrows masterpiece set in a platinum “champaigne pave” setting which bubbles with diamonds. New York-based Bridal Guide selected this dazzling array of bridal bling from Whiteflash.com the online boutique specializing in precision cut diamonds and custom jewelry creations.

A trendsetter, Houston-based Whiteflash does over 90% of their business on the internet, selling to brides worldwide. Previously, the July/August 2006 Bridal Guide featured the online jeweler in a “Ready, Set Shop!” article about safe cyber-shopping. Whiteflash and their products have been showcased on Entertainment Tonight, the Emmys, Screen Actors Guild and MTV VMA Awards, the Chicago Tribune, New York Post, Kiplinger’s financial magazine and in FOX and FOX-Searchlight promotions.

Hailed as “Lord of the Online Rings” by Kiplinger’s, Whiteflash is best known for elegant custom jewelry creations diamonds of peerless cut quality. The company promises a “brilliant diamond buying experience,” supported by a risk-free 10-day return period on diamonds and a unique lifetime trade-up option which allows future diamond selections with full credit for your trade-in.



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Based in New York City, Bridal Guide provides the complete resource for engaged women, serving as the “How To for I Do.” Visit Bridal guide online at [bridalguide.com](http://bridalguide.com), and Whiteflash at [whiteflash.com](http://whiteflash.com).

## About Whiteflash.com

Whiteflash.com is the first company in the U.S. to offer an exclusive brand of Hearts & Arrows diamond and bring the sheer beauty of “super ideal cut” to

the Internet. Brian Gavin, a 5th generation diamond cutter, and Debi Wexler, a computer entrepreneur, together founded Whiteflash.com in 1999 bringing an expansive selection of loose diamonds to the Internet, including an exclusive brand of Hearts & Arrows diamonds.

“A Cut Above” (ACA(TM)) is unmatched in its brilliance, fire and sparkle and remains the only Hearts & Arrows diamond sold online with advertised standards and a “true patterning” guarantee. Whiteflash.com also offers original, handcrafted platinum and gold settings, diamond engagement rings and wedding bands and custom designed jewelry.

For more information, log on to [www.whiteflash.com](http://www.whiteflash.com) or call 877.612.6770.

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