

# Free Overnight Shipping, Diamond Trade-Up and 10-Percent Setting Discount at Whiteflash

HOUSTON, Texas – Nov. 26 (SEND2PRESS NEWSWIRE) – Whiteflash.com, hailed by Kiplinger’s magazine as “Lord of the Online Rings,” is offering free shipping, a no-hassle refund period and an unmatched lifetime trade-up on diamonds to holiday shoppers, in addition to a rare 10-percent off any setting with the purchase of a diamond: “More and more people are buying online,” says Debi Wexler, CEO of Whiteflash. “By making it risk-free we get the diamond into their hands. Once they see what they bought they are customers for life.” How many returns does Whiteflash have? “Practically nonexistent,” says Wexler. “The return period is a trust-building formality more than an option that ever gets exercised.”



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Whiteflash is known for elegant custom jewelry creations and diamonds of peerless cut quality. The company promises a “brilliant diamond buying experience” and a unique lifetime trade-up option (click on Shop With Confidence at [www.whiteflash.com](http://www.whiteflash.com)) allowing future diamond selections with full credit for the trade-in, something Wexler is proud of. “Ask anywhere. It’s the best in the business.”

Gemological services also set Whiteflash apart. “Other internet sellers, including leader Blue Nile, will drop-ship a diamond purchased from a remote supplier to the client without having seen it.”

“People are spending thousands of dollars,” Wexler says. “We prefer to hand-select our diamonds, give them full analysis and get it right the first time.”

She adds “It’s the reason we have a lifetime trade-up option where others don’t. There is always a market for quality.”

A growing trendsetter, Houston-based Whiteflash does over 90-percent of their business on the internet. Their products have been worn by Jessica Alba, Keri Russell, Geena Davis and Jessica Simpson and showcased on Entertainment Tonight, the Emmys, Screen Actors Guild and MTV VMA Awards, the Chicago Tribune, New York Post, Kiplinger’s financial magazine and FOX and FOX-Searchlight promotions.

Learn more about the Whiteflash customer confidence trade-up option: [whiteflash.com/diamonds\\_info/t/confidence.aspx?articleid=10&zoneid=3](http://whiteflash.com/diamonds_info/t/confidence.aspx?articleid=10&zoneid=3)

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