

# 2008 MTV Video Music Awards Gets Rocked by WhiteFlash

HOUSTON, Texas, Sept. 23 (SEND2PRESS NEWSWIRE) – Strutting down the red carpet at this year's MTV Video Music Award show on September 7th was a bevy of beautiful gems – on some beautiful gems. WhiteFlash.com, the premier online purveyor of fine diamond jewelry, took its place as one of the most sought after jewelry brands of the evening by claiming the hearts and hands of Hollywood's most trendsetting young ladies.



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Appearing on the arm of Miley Cyrus at the event was not just her mom and singer Katy Perry. Miley also chose to wear a stunning and edgy diamond cuff bracelet from WhiteFlash.com's custom line while introducing singer Pink's performance. The bold 18K white gold 9-row diamond bracelet with 9.23ct of diamonds rang in at an impressive \$14,675. The piece accentuated what was a big night for Cyrus because she was nominated for her first VMA.

Joining the ranks of the WhiteFlash.com red carpet brigade was reality show queen Lauren Conrad from MTV's *The Hills*. Selecting a beautiful braided link diamond bracelet, the fashionista chose to layer multiple bracelets creating a more dramatic effect.

Jordin Sparks, perhaps one of the most outspoken women of the evening, who

defended the Jonas Brother's vow of chastity, also chose a special WhiteFlash.com bauble to wear. The statuesque young American Idol winner and nominee for the evening's Best New Artists award; lit up the red carpet decked in a stunning 7ct beveled diamond tennis bracelet.

### **About WhiteFlash**

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 diamonds to the Internet. Debi Wexler, a computer entrepreneur and Brian Gavin, a 5th generation diamond cutter together founded WhiteFlash.com in 1999 bringing an expansive selection of loose diamonds to the Internet, including an exclusive brand of H&A 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 designs as well as engagement rings that make even celebs weak in the knees log on to [www.whiteflash.com](http://www.whiteflash.com) or call 877.612.6770.

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