

Whiteflash.com Searches for a Diamond in the Rough with New Design Competition

HOUSTON, Texas, July 7 (SEND2PRESS NEWSWIRE) – Not only known for their prestigious selection of “A Cut Above” (ACA) branded diamonds, Whiteflash.com, one of the most comprehensive and user-friendly online marketplace for fine diamonds and [diamond jewelry](#), also has a robust custom design option. To celebrate Whiteflash’s 10th Anniversary and showcase their meticulous custom design work, they have partnered with online bridal portal RecycledBride.com to create the “Design & Win Your Wedding Bands Contest.”

The Design Competition, running from June 29th – July 20, 2010, calls for entrants to submit up to three (3) sketch renderings, uploaded images or YouTube video of their most creative [wedding band](#) design ideas. Amateur designers must submit their ideas utilizing any combination of white or yellow gold, titanium, diamonds, precious and semi-precious gemstones. Once all entries have been received, designs will be painstakingly reviewed and a winner will be chosen by a team of jewelry experts. The qualified members of RecycledBride who enter, have a chance to not only win their custom design rings produced by the Whiteflash craftsmen, the winning rings will also have the honor of being included in the line of Whiteflash bridal collection and named after the winner for future bridal couples to purchase.

“This is a dream contest for the couple looking to immortalize their love and translate their passion for design into a reality,” remarks Debi Wexler, CEO, Whiteflash.com. “As a company we celebrate creativity because that is what drives our business and keeps our customers coming back whenever they are looking to purchase a memorable gift of quality,” concludes Wexler.

The panel of judges will take into consideration the physical beauty of the proposed designs along with how the concept and inspiration, as explained by the creator, behind it translates as well.

Fostering and building their customer’s interest has been a prominent and ongoing theme for Whiteflash.com throughout their 10 years in business which is why this Design Contest is such an exciting event for the brand. This recognition and appreciation for impeccable customer service, along with providing affordable quality fine jewelry to hallmark life’s milestones, is what keeps Whiteflash relevant and a much loved fine jewelry shopping destination for customers around the world.

To learn more about the “Design & Win Your Wedding Bands” Contest visit www.recycledbride.com and visit the current blog section for details.

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” to

the Internet. Debi Wexler, a computer entrepreneur founded Whiteflash.com in 2000 bringing an expansive selection of loose diamonds to the Internet, including an exclusive brand of Hearts & Arrows diamonds. "Whiteflash A Cut Above®" 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 also offers original, handcrafted platinum and gold settings, diamond engagement rings and wedding bands, custom designs and specialty jewelry.

For more information, log on to www.Whiteflash.com or call 877.612.6770.

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