

# Whiteflash.com Calls Upon Leon Mege to Craft New Lotus Collection

HOUSTON, Texas, Feb. 22 (SEND2PRESS NEWSWIRE) – Whiteflash.com, the leading online diamond marketplace, has collaborated with well known designer Leon Mege to create their newly launched Lotus Collection. Already known for their exacting quality, superior A Cut Above® Super Ideal Cut Hearts and Arrows diamonds, coupled with their unmatched focus on customer service, the brand now has yet another line which exemplifies why they are such a shopping destination for today's savvy brides and grooms.

As a correction to an inadvertent statement in a previously published press release (see NOTE 1), Leon was not a protege of Henry Dunay. Leon did however, gets his start many years ago working for Dunay cleaning and polishing pieces and was able to experience and witness the level of craftsmanship, creativity and genius used by the prominent American designer first-hand.

He looked up to Henry Dunay while working for him, as this was really his first jewelry position in the United States where his English was extremely limited. Realizing that further education was important in the diamond industry, Leon earned a Graduate Gemologist Diploma from Gemological Institute of American. One of the highlights of his career to date is being a past winner of the highly coveted AGTA Spectrum Award, the prestigious award for the design industry. A minimalist at heart, Leon believes in clean, classic and timely design which is also the driving appeal of the Whiteflash.com brand as well.

The synergy between these powerhouse brands has given birth to one of the most refreshingly unique and exactingly intricate designs in the Whiteflash line – the Lotus Collection. Not your typical solitaire, “The Lotus” boasts a whimsical half eternity band culminating in the upturned 18K rose gold petal basket accented with four pink diamond melee stones.

The design also has a creatively dramatic reverse wishbone prong mount. A subtle, but complementary petal motif runs down either side of the band adding a romantic flare. Suspended above this impressive mounting is the piece de resistance – a highly faceted round A Cut Above® diamond which evokes the petals of an unfolding flower. A matching full eternity band with the same romantic etching completes the set. Even more recently, the Lotus Halo, a lower profile and even more diamond intensive design, has been added to the floral inspired collection.

## **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](http://www.whiteflash.com) or call 877.612.6770.

NOTE: (1) Whiteflash.com, “Be Still My Beating Heart: New Addition to Whiteflash.com ‘Lotus Collection’ Makes You Fall In Love All Over Again,” (January 31, 2011).

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Alternate Headline: Leon Mege helps Whiteflash to Craft New Lotus Diamond Collection

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