

New Whiteflash Bauble is Simply 'Bella'

HOUSTON, Texas, March 31 (SEND2PRESS NEWSWIRE) – Lost in translation; definitely not. No matter what language, the outcome is the same; Whiteflash, the go-to destination on the web for superior quality diamonds, has unveiled yet another spectacular design that can only be summed up in one word – simply “Bella.”

The newly minted “Bella” [Diamond Pendant](#) is a force to be reckoned with even amid the already impressive line up of diamond jewelry pieces that Whiteflash carries. Insanely diamond intensive and brilliant, the “Bella” design is reminiscent of an overflowing jewel box; perfectly showcasing the brand’s famed A CUT ABOVE® branded hearts and arrows Super Ideal diamonds. Detailed galore, the piece has an adorned bale and delicate yet striking milgrain edge work. The bold, but not distracting, scrollwork artfully finishes the side profile making “Bella” a feast for the eyes no matter the angle.

Completely customizable to reflect your diamond personality, the “Bella” setting comes in white and yellow gold or platinum; and starts at a surprisingly affordable \$1,895. The center diamond, which is dictated by your level of desired intensity, is surrounded by 34 sparkling A CUT ABOVE® [Hearts and Arrows Diamond](#) Melee (0.65ctw; F/G VS). Edwardian inspired, the setting beautifully showcases the best of what diamonds offer: fire, sparkle, brilliance, movement and overall WOW!

Competing in the fiercely competitive diamond industry is no small feat; and to take it by storm, especially for an online designer, as Whiteflash has been noted as doing, is a remarkable triumph. The many accolades that the brand has received are primarily a result of their unyielding commitment to innovation coupled with an ability to stay remarkable current and in tune with the illusive desires of today’s woman.

About Whiteflash:

The award winning Whiteflash.com website enables shoppers the world over to view, compare and purchase top quality [loose diamonds](#), [engagement rings](#) and fine jewelry in a convenient and secure environment. Our expertise in e-commerce reflected in extensive information, imaging and education resulted in Whiteflash being named “Lord of the Online Rings” by the prestigious Kiplinger Magazine. And our talented team gemologists and professionals are always available to answer questions and provide white glove customer care.

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

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