

Whiteflash introduces New Engagement Ring Collection by Vatche

HOUSTON, Texas, Oct. 26, 2011 (SEND2PRESS NEWSWIRE) – Whiteflash Inc. announced today the exclusive launch of the latest collection of engagement rings by award winning jewelry designer Vatche. The “Serenity” collection features modern designer styling for the classic engagement ring.

In keeping with the tagline “Getting engaged can be stressful. Choosing an engagement ring doesn’t have to be.” the [Serenity Collection](#) features design elements that are elegant and uncomplicated. The solitaire diamond is gracefully set in harmony with the flow of angles and curves of each of the five designs in the collection.

Designed specifically for round and princess cut diamonds, the Vatche Serenity Collection is a perfect fit for the internationally acclaimed [A CUT ABOVE®](#) Super Ideal Diamonds that Whiteflash is famous for. Choose from the Inara, Splendor, Charis, Felicity or Allegria – five different ways to delight the visual senses with an engagement ring that is transcendent and timeless.

For over a decade, Whiteflash has brought the finest in ideal cut diamonds and upscale designer engagement rings to a global audience via its robust website www.Whiteflash.com. Visitors can browse hundreds of the finest certified diamonds all featuring complete gemological certification with comprehensive evaluations including light performance imaging, as well as galleries of hundreds of fabulous diamond engagement ring styles and other fine jewelry items. [Testimonials](#) from astute diamond shoppers from all over the world speak volumes about the wonderful experiences they have had in choosing Whiteflash for the most important purchases in their lives.

The Serenity Collection by Vatche is the latest Whiteflash initiative aimed at bringing the world a little more peace and love, and helping young couples take the stress out of engagement ring shopping.

About Whiteflash:

Whiteflash is a full scale manufacturing jeweler specializing in Ideal Diamonds and Fine Bridal Jewelry and stocks the biggest inventory of AGS Certified Ideal Cut Diamonds in the world.

The award winning Whiteflash.com website, described by Kiplinger’s Magazine as the “Lord of the Online Rings” enables shoppers the world over to view, compare and purchase top quality diamonds, engagement rings and fine jewelry in a convenient and secure environment.

Whiteflash is the first jeweler in the world to attain ISO 9001 certification for total quality management. For more information, log on to www.Whiteflash.com or call 877-612-6770.

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