

Diamond in the Rough Joins James Allen for Exclusive Online Partnership

NEW YORK, N.Y., April 23, 2013 (SEND2PRESS NEWSWIRE) – James Allen, one of the leading online diamond and luxury jewelry retailers, announced today an exclusive online partnership with [Diamond in the Rough](#), the most renowned brand for natural, rough diamond jewelry. Now James Allen customers can choose from a wide variety of over four hundred Diamond in the Rough ring styles or custom design their own. Whether they're looking for a unique engagement ring, a one-of-a-kind anniversary ring, or simply an unforgettable gift, Diamond in the Rough is a perfect fit.

Every Diamond in the Rough ring is designed to accentuate the intense beauty and character of the rough center stone. Each rough diamond is evaluated for the utmost beauty, rarity, color, shape, texture and radiance. Only 1% – 3% of the diamonds are of high enough quality and style to be included in their fine jewelry collection. A beautifully inspired alternative to a cut and polished center diamond, a rough diamond transforms a traditional ring into a passionate work of art and a true expression of individuality.

James Allen is the exclusive online retailer to offer Diamond in the Rough. With James Allen's advanced Display Technology, visitors can rotate and view each Diamond in the Rough design in 360 degrees. This magnified experience lets customers truly appreciate what makes every Diamond in the Rough ring so elegant and inspired.

Diamond in the Rough was founded in 2005 by Daniel Eskapa. The brand launched at Bergdorf Goodman and immediately left an impression on shoppers and celebrities alike. Neiman Marcus and Saks Fifth Avenue soon noticed the trend and began selling Diamond in the Rough jewelry in their stores.

Top celebrities, including Jennifer Lopez, Katy Perry, Elizabeth Banks, Kelly Clarkson, Minnie Driver and Amber Heard are just a few of the celebrities that have been spotted on the Red Carpet and at other Hollywood events wearing Diamond In The Rough jewelry. At James Allen, customers can purchase the same dazzling jewelry that the stars wear, all from the comfort of home.

"Diamond in the Rough jewelry is unlike anything else out there. What makes these rings so distinctive is that they offer a different appeal to different personalities. For some customers, a Diamond in the Rough ring is the perfect anniversary gift, for others it is a bold alternative to a traditional engagement ring. Whatever the reason, whatever the occasion, a Diamond in the Rough ring will set you apart from the crowd," says David Berkovits, Marketing Director at JamesAllen.com.

For more details, please see www.jamesallen.com/#!/engagement-rings/diamond-in-the-rough/.

For embeddable code of Diamond in the Rough rings in 360 degrees, please see www.jamesallen.com/#!/media/ .

No celebrity endorsement claimed or implied.

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