

Whiteflash Store Approved for Membership in American Gem Society

HOUSTON, Texas, Dec. 3, 2013 (SEND2PRESS NEWSWIRE) – [Whiteflash Inc.](#), a leading retailer of ideal diamonds and fine bridal jewelry, announced today that their retail store has been granted membership in the prestigious American Gem Society. Recognized for the success of their first retail store, and for a continued reputation for excellence in the domestic and international jewelry market, Whiteflash joins an organization comprised of some of the finest jewelers in the world.

As a pioneer and leader in the e-commerce channel of the fine jewelry industry on the strength of their [A CUT ABOVE®](#) Super Ideal diamond brand, Whiteflash firmly established themselves in traditional marketing in 2012 with the opening of their first local store in the upscale community of Sugar Land, Texas, just 20 minutes southwest of the famed Galleria shopping center in Houston. The [Whiteflash retail store](#) is not only a showplace for top quality AGS and GIA certified diamonds, it is home to some of the finest [designer engagement rings](#) available including such brands as Tacori, Verragio, Ritani, Vatche, Mark Schneider and Benchmark.

Whiteflash specializes in diamonds of ultimate cut quality, and serves a sophisticated clientele with a strong preference for diamonds graded at the AGS Laboratories. As a longtime client and enthusiastic advocate of the scientifically rigorous light performance grading done at the AGSL, Whiteflash has published numerous articles on their state-of-the-art research and outstanding services, including a recent co-authored series detailing the procedures involved in [diamond grading](#) at the AGS Laboratories.

Whiteflash is honored to become a member of the American Gem Society. As a company dedicated to providing the consumer with the highest level of information, education and customer care, Whiteflash core values are perfectly in line with the aspirations and guiding principles of the AGS where integrity, education and consumer protection are paramount.

In the words of Whiteflash CEO Debi Wexler, “Over the years we have developed great admiration and appreciation for the talented people and outstanding work done at the AGS Lab. We are delighted to be joining the American Gem Society as members, and we look forward to making significant contributions to furthering the goals of AGS and our fellow retailers.”

About Whiteflash:

Whiteflash is a top tier retail jeweler specializing in Ideal Diamonds, Designer Engagement Rings and Fine Bridal Jewelry. Their [A CUT ABOVE®](#) Super Ideal Diamonds are considered by trade experts and diamond connoisseurs to be among the finest in the world.

Whiteflash is the first jewelry retailer in the world to attain ISO 9001 certification for total quality management and welcome visitors to their

Houston jewelry showroom located in the upscale community of Sugar Land, Texas.

Serving a national and international audience through a robust e-commerce website, Whiteflash has been a pioneer in bringing the diamond and jewelry industry into the internet age by providing consumers with in-depth technical knowledge, expansive selection, competitive pricing and comprehensive assurance.

For more information, log onto <http://www.whiteflash.com/> or call toll free 877-612-6770.

Video: <http://youtu.be/ycvC5HyEfp0>.

Photo Caption: Whiteflash Houston Jewelry Showroom.

News issued by: Whiteflash Inc.



Original Image: https://www.send2press.com/wire/images/13-1203-wf-showroom_400x300.jpg

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Original Story ID: 2013-12-1203-003 (9107) :: Whiteflash-Store-Approved-for-Membership-in-American-Gem-Society_2013-12-1203-003

Original Keywords: Whiteflash Inc., CEO Debi Wexler, A CUT ABOVE Super Ideal Diamonds, Houston jewelry showroom, diamond and jewelry industry, ISO 9001 certification, American Gem Society, Sugar Land, Texas Whiteflash Inc. Houston Texas HOUSTON, Texas

Alternate Headline: Whiteflash Retail Jewelry Store in Texas Approved for Membership in American Gem Society

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Newsire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Tue, 03 Dec 2013 06:59:13 +0000

Original Shortcode for Story: <http://i.send2press.com/cfBYK>