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FOR IMMEDIATE RELEASE

CELEBRATE YOUR LOVE THIS VALENTINE'S DAY WITH CHAMPAGNE DIAMONDS...BEAUTIFUL NATURALLY

October 13, 2009 (New York, NY) -- On Valentine's Day, when people express their love for each other by giving cards, flowers and lavish gifts, indulge your loved one with a timeless and romantic champagne diamond! Evocative of the color of champagne bubbles rising up in a crystal glass, or the shade of warm cognac, champagne diamonds are exotic, fashionable and alluring. From light champagnes, to rich browns and cognacs, champagne diamonds offer a selection of tones and hues to compliment every style and taste. With all of these alluring qualities, champagne diamonds are the perfect natural color diamond to express one's love on Valentine's Day.

Champagne diamonds are neutral and classic, yet still fashionable and fun. Sought after by some of the world's leading jewelry designers, celebrities and fashion-forward consumers, people are attracted to the versatility and range of color seen in these unique stones. Fern Mallis, Vice President of marketing for International Management Group models and IMG fashion, commented "In the case of champagne diamonds from the Argyle Diamond Mine the range of total color from the lightest of champagnes hues through to deep cognac tones provides a wonderful palette for a designer." The recent champagne diamond competition revealed an enormous interest from U. S. jewelry designers and the winning designs are a beautiful reflection of the romance of champagne diamonds.



This bracelet by Rahaminov Diamonds is like a box of chocolates with over 65 carats of shades of brown and champagne colored diamonds. These shades of champagne diamonds ranging from light champagne, to the dark cognac brown truly shows the range of colors that champagne diamonds offer.

These Arden K earrings by Diaco suit any skin tone and style. The champagne diamond center stone is like the soft color of honey, surrounded by white diamonds that make these earrings complimentary for any outfit, day or night.





For anyone getting engaged on Valentine's Day and looking for a non-traditional ring, this champagne diamond engagement ring and wedding band set by Zoltan David is unique and glamorous. Recently, champagne diamonds have been popping up all over the bridal market, with renowned bridal jewelry designers incorporating them into their collections and brides requesting champagne diamonds as the center-stones for engagement rings, or accents on their wedding bands. Champagne diamonds have a special softness and warmth that colorless diamonds do not possess.

Rio Tinto's Argyle Diamond Mine in the remote east Kimberley region of Western Australia is the world's largest producer of champagne diamonds. There is an enormous range of color with champagne diamonds from the darker and rarer cognac diamonds through to the softer, lighter tones. The appeal of color in natural colored diamonds is entirely dependent on one's personal preference and taste. With a palette for all skin tones and styles, consumers can find the perfect champagne diamond to express your love through color this Valentine's Day.

For product requests or hi-res images, please contact: Jamie Ress, Goldstein Communications, 212.838.0822 or Jamie@goldsteincom.com. For more information about champagne diamonds, please visit: www.champagnediamondcenter.com.

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