

LOS ANGELES, Sept. 23, 2013 /PRNewswire/ -- As a first-rate purveyor of fine jewelry in the Los Angeles Diamond District, King of Jewelry is dedicated to helping customers find the perfect gemstone for their customized engagement rings. For the shopper who has never purchased a diamond before, King of Jewelry is proud to help customers find stunning engagement rings with accompanied by [unique wedding rings](#). Although browsing fine jewelry may be overwhelming for those unfamiliar with the world of diamonds, King of Jewelry is happy to help customers learn more. For example, the bride who envisions an opulent diamond ring with a stunning center gemstone may be partial to [princess cut engagement rings](#). This diamond cut is one of the most popular available, because it catches the light magnificently and the square shape of the stone complements any outfit or additional accessories.

Whether the bride envisions wearing a diamond solitaire or a three-stone engagement ring, King of Jewelry has the engagement ring she is sure to cherish for a lifetime. To ensure that the diamonds sold by King of Jewelry are of the highest quality, each loose diamond is certified and evaluated by an independent gemological laboratory. This certification comes in the form of a grading report or dossier for customers to take home. Reports for princess cut [1 carat diamond rings](#) would include objective information regarding the value of the diamond, including precise carat weight as well as diamond color and clarity. Customers are also invited to look at King of Jewelry's loose diamonds under a microscope to examine their gemstones more closely.

Considering the sentimental and monetary value of diamond engagement rings, King of Jewelry recommends that customers make sure to practice proper upkeep. Diamond jewelry should be kept in a safe place where it won't scratch other jewelry or be scratched by other diamonds. King of Jewelry recommends placing diamond jewelry in individual, fabric-lined jewel compartments instead of loose in a jewelry box or drawer. Another way to keep diamond jewelry looking impeccable for years to come is to have routine, professional cleanings. King of Jewelry welcomes customers to come to the store for polishing and deep, 3D cleaning of their diamond jewelry.

King of Jewelry has a number of diamond experts on staff with a high degree of knowledge about all aspects of fine jewelry. For these individuals, selling high-end jewelry is not just a job, but a labor of love. To that end, King of Jewelry ensures customers understand as much of the finer points of buying jewelry as possible. The King of Jewelry website contains a plethora of

Be Her Prince Charming and Offer Her a Princess-Cut Engagement Ring from King of Jewelry

Written by Australian Business

information on all facets of fine jewelry, and customers with questions are welcome to chat with a customer service representative by using the live online support feature, or by calling.

For more information about the outstanding quality, value, and service available from the King of Jewelry, contact a customer service representative today at 888-349-8299.

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