

King Ice Debuts Thor's Hammer Necklace

Written by Australian Business

LOS ANGELES, CA, June 04, 2014 **/24-7PressRelease/** -- King Ice, an online retailer of urban jewelry, launched its new collection of custom made necklaces. The new necklace collection offers some familiar pieces like a Jesus piece with black diamonds or marijuana leaf necklace with clear diamonds, but it's the company's three original designs that are captivating jewelry admirers.

An image of the company's new Mjolnir necklace, also known as Thor's hammer, went viral through Facebook and Instagram. The [Thor hammer necklace](#) features a remarkably detailed brass hammer plated with 14k gold. The company was inspired by the resurgence of Thor in popular culture. In Scandinavian mythology Thor's hammer is depicted as one of the most powerful weapons, capable of destroying mountains. Mjolnir translates to "That which smashes." Tom Diep, founder of King Ice, was unsatisfied with other Mjolnir necklaces currently in the market so he decided to create a unique interpretation of Thor's hammer.

"Other jewelry pieces didn't do Thor's hammer justice," said Tom of King Ice. "For a mythical symbol of this caliber, we wanted to create a piece that would blow people away. By the response we've received from our fans, we succeeded. Pre-orders for Thor's hammer have been insane. We can't wait to get it into people's hands."

Other original necklaces that have garnered attention recently are the G650 private jet and vampire fangs. The diamond studded vampire fangs necklace was recently spotted on Snoop Lion, previously known as Snoop Dogg. The vampire fangs necklace features 14k gold plated fangs encrusted with round cut handset clear CZ diamonds. Another King Ice necklace that has been making waves on Instagram is the G650 private jet. Yves Mondesir, better known as DJ Whoo Kid, has been wearing the G650 private jet in several Instagram photos. The G650 private jet necklace is available for pre-order through [KingIce.com](#).

About King Ice [King Ice](#) is a leader in hip hop jewelry and accessories. Their collections include hip hop chains, pendants, bracelets, watches, earrings, and much more. The company has worked with Snoop Lion, Mike Tyson, The Game, Bone Thugs-N-Harmony, and ESPN Magazine, among others.