

Rochester Romantics Get A Boost In The Search For the Perfect Engagement Ring

Written by Australian Business



[A Dave West Nyтч custom designed engagement ring.](#)

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) Webster, NY, June 3, 2014 - What do a smart phone and a marriage proposal have in common? More than you might think, according to local fine jewelry retailer David West Nyтч, of West and Co. Diamonds and Fine Jewelry. "Social media has really become central to our lives – especially where romance is concerned. Couples connect on eHarmony, grade school sweethearts find each other once again on Facebook, we've even seen proposals on Twitter!" At least 60% of social media interaction takes place on smartphones, a statistic that prompted Nyтч to take action.

"We wanted to give Rochester couples a chance to continue building their relationship on their phones," Nyтч said. "At some point, a couple knows they want to be married. They want to find the perfect diamond engagement ring to celebrate their commitment. Now they can do this right from their phone by [visiting our new website](#)." Rochester romantics can explore interactive galleries full of designer engagement rings, as well as Nyтч's own custom creations. Two innovative apps, [The Vow](#) and [Naledi Ringfinder](#), allow visitors to try rings on virtually. "It's a lot of fun," Nyтч adds. "If you're looking for a totally pressure-free way to explore the different styles of engagement rings and really take your time discovering what you like best, you don't have to go any further than your phone!"

The West and Co. Diamonds and Fine Jewelry website launched on May 16th, 2014. It was designed and developed by the Technology Therapy Group. Visit the new site at www.westandcompany.com

David West Nyтч is available for interviews