

Vella Diamonds

**FOR IMMEDIATE RELEASE**

**SINGAPORE**

# **Tell Your Story Through Vella Diamonds**



Diamonds are a girl's best friend because it is a symbol of steadfast love. A ring indicates the lifelong friendship with her companion, holding the memories which become a legacy passed down for generations as a family heirloom. It is also often referred to as an indirect representation of wealth, a strong message that you are willing to go out of your way for your loved one. However, diamonds and rings should not only be limited to big occasions like engagements or weddings only, in fact it is also a great gift to show how much you cherish and treasure your relationship with your loved ones and sometimes even close friends!

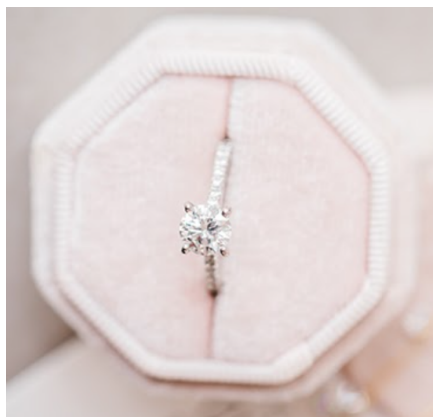
# Vella Diamonds

**Vella Diamonds** is conceptualised to revolutionise how you design, choose and buy the special jewelry piece that will mark that special chapter in your lives. It's your ring, so make it yours, and stand out from the crowd! Create the perfect, one-of-a-kind piece to tell your love story from the comfort of your own home.

The perfect diamond shopping experience be it in terms of convenience, design or personal touch, **Vella Diamonds** will make your most memorable and significant moment truly yours! A huge collection of the finest GIA certified, highest quality diamonds and rings are available to dazzle you at every grade. With its team of diamond experts and consultants, all you have to do is just pick out your favourite ring!

## **DIAMOND RINGS**

Diamonds are one of the hardest and most durable substances on earth which brought itself a significant meaning of eternity, symbolising that the love in a marriage will last forever.



All of **Vella Diamonds** rings are made up of **18k gold** and flexible in customisation design. There are a wide range of designs and a huge collection of GIA certified diamonds at competitive retail prices online. The average retail price of the diamond rings is about **S\$3,000 to S\$5,000**. You can choose and customize your preferred cut, carat, colour and clarity; and pair it with a matching band of your choice!

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## WEDDING BANDS

A wedding band symbolises love, unity, and faithfulness informing the world that you are committed in a union for life. Because of its sacred significance, some wedding bands have been passed down through generations as heirlooms. In ancient Greece, wedding bands have been traditionally worn on the ring finger of the left hand because it was believed that the finger was directly connected to the heart.



**Vella Diamonds** has a few choices of wedding bands to choose from; women rings, men rings, couple rings, eternity rings and diamond rings. A wedding band comes in all designs and sizes, it can be a simple ring of precious metal, to elegant creations that feature both metallic shapes and

elements as well as glorious gemstones. The average retail price for a wedding band ranges from **S\$1,000 to S\$1,700**. Depending on your preference, you can choose a simple or more ornate design that is stylish and visually attractive!

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## **GEMSTONES**

The 3 big favourite gemstones that are popular among people who are aficionados are ***Sapphire, Ruby and Emerald.***

**Sapphire** is an extremely rare and high in demand jewel that is a popular choice for jewelry settings because of its stark contrast with brighter colors. It is formed by a compound called corundum, colored blue by trace elements of titanium and iron. Sapphire can also appear in other colors such as pink and yellow.

**Ruby** has been deeply sought after because of its deep red color that comes from its corundum, however depending on its origin, it can also appear in other colors such as pinkish to purplish and dark red to pink.

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**Emerald** the symbol of rebirth and love through ancient history because green is a colour of life. The luscious green of the emerald is formed by small amounts of chromium and vanadium, with the stone made of mineral beryl.

If you want to enchant yourself or a loved one with your very own bespoke creation, **Vella Diamonds** is a great place to tell your story, send a message or a beautiful representation of your connection with that special someone. It is an elegant yet affordable choice for any special occasion.

To provide a more convenient experience, **Vella Diamonds** also provides installment plans through Relay Payment Gateway. With a minimum spend of **S\$40**, the cost will be split into 3 payments over 3 months with no interest fee.

**Vella Diamonds** is available only via private appointments only at **21 Bukit Batok Crescent, wcega tower, #18-71, Singapore 658065**.

## About **Vella Diamonds**



**Vella Diamonds** is an online jewelry store that offers online consumers a fully immersive online experience of designing and purchasing their very own engagement and wedding rings.

**Vella Diamonds** have seen so many people living life in the fast lane and

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shopping online. They know more and more couples want to search for even the most special diamond rings and jewellery from the comfort and convenience of their own homes.

With **Vella Diamonds**, you can now explore a full range of brilliant gems and design your own rings, anywhere, anytime. Then, you can either buy them online, or see and hold what you've chosen, face to face, in a private and personalised setting.

That's why choosing a diamond ring with **Vella Diamonds** will revolutionise how you design, choose and buy the special pieces that will mark that special chapter in your lives. It's your ring, so make it yours, and stand out from the crowd! Create the perfect, one-of-a-kind piece to tell your love story from the comfort of your own home. We'll make your most memorable and significant moment truly yours!

**For more information, please visit **Vella Diamonds** website:**

<https://www.velladiamonds.com/>

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