

Diamonds Defined

Fulfilling A Promise

(NAPSA)—Anyone who has been stumped by finding a gift for a loved one knows the frustration of selecting the most appropriate present. The old standbys certainly stick around for good reason: Chocolates and flowers express the notion that at least some thought has gone into the occasion, but diamonds remain the hallmark gift, conveying the idea that love, like a precious stone, lasts forever.



A knot—the symbol of eternal promise—is etched discreetly into each piece.

Kraiko Diamonds, a Los Angeles-based family business, has released a signature line of diamond jewelry intended to make just such a lasting impression on the recipient. Each piece in their new Promise Collection features a discreetly etched knot as a symbol of eternal attachment. There are more than 175 different styles available in the collection. By visiting www.kraikodiamonds.com, customers can browse through their entire selection of diamond earrings, pendants, rings and other gift ideas.

Kraiko has also revolutionized the diamond industry by offering one of the most unique lifetime upgrade guarantees. At any time, a customer may trade in her Kraiko diamond and receive credit for its original purchase price to go towards new jewelry. More information on this guarantee and the location of individual retailers can be found at www.kraikodiamonds.com.



Editor's Note: While this story is fine for Valentine's Day, it works well at any time of year.