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**Loose Diamonds Now Available at deBebians.com**

*Established online retailer expands into loose diamond market.*

**Los Angeles, Calif. — Dec. 2, 2011** — Fine jewelry e-commerce retailer deBebians.com recently launched an interactive loose diamond search that allows customers to browse and shop thousands of certified loose diamonds anytime. deBebians.com's loose diamond collection consists of a wide range of white diamonds in 10 different shapes, eight color grades and seven clarities, with independent laboratory grading reports available from the Gemological Institute of America (GIA), the European Gemological Laboratory or the American Gem Society.

"The loose diamond search gives consumers a chance to view many different diamonds and compare all aspects, including cut, color, clarity and price," says Maggie Moore, G.G. (GIA), a partner at EFA Diamonds, the parent company of deBebians.com. Clients enter in their search specifications — including diamond shape, carat weight, color, clarity, cut, price and certification — to compare and ultimately select the right diamond for their needs.

If a customer needs guidance or advice, assistance is available. "deBebians staffs two GIA graduate gemologists who specialize in loose diamonds," says Moore, who is a gemologist herself. "As GIA graduate gemologists, we have the fundamental knowledge to be able to scrutinize each diamond to make sure the customer is getting the best value for his, or her, money."

A recent example of this occurred when Moore assisted a couple in their search for a loose diamond for an engagement ring. "In this case, I was able to save my customers about \$2,000. They had their heart set on a 1.25-carat cushion cut diamond. I searched and was able to find a 1.04-carat diamond that measured more like a 1.25-carat diamond, and the cut and brilliance of the diamond were not sacrificed in doing so. This is a great example of how professional knowledge and guidance from deBebians can provide the best of both worlds: excellent quality and a competitive price."

deBebians' loose diamond search can be accessed by visiting [www.deBebians.com/loose-diamond-search.html](http://www.deBebians.com/loose-diamond-search.html) or by going to [www.deBebians.com](http://www.deBebians.com) and selecting "Loose Diamond Search" in the menu.

**About deBebians.com**

Established in 2005, deBebians.com is headquartered in the historic jewelry district of Los Angeles, Calif. As a retailer and wholesaler, the company specializes in engagement rings, wedding bands, anniversary rings and custom jewelry. To learn more, visit [www.deBebians.com](http://www.deBebians.com).

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