

## Custom Design Process Simplified by Orange County Jeweler

*Simoneandson.com, who specializes in custom jewelry, helps to simplify a complicated process*

January 31, 2013 (FPRC) -- Huntington Beach, California, United States. Simone & Son, a premier custom jewelry designer of unique engagement rings for over thirty years is proud to announce their new 5 step custom jewelry design process. Custom jewelry design is increasing in popularity thanks to great advancements in technology making it easier and more affordable. Customers who prefer to have a part in the design of a jewelry purchase now are able to easier due to computer-aided design, or CAD.

All custom jewelry pieces begin with a sketch of the basic design, this is step 1. The sketch is taken to CAD next, in Computer-aided design, the sketch comes to life. A technical drawing is created with computer software, this increases the efficiency and quality of the design. With increased efficiency comes affordability to a wider clientele. After CAD, the following step is Rendering. The rendered version of the jewelry piece is then made into a wax prototype and perfected. The final step is casting the piece.

By utilizing the advancement in technology and computer aid, there are virtually no limitations on the exquisite works that the jewelers at Simone & Son can accomplish. By integrating modern prototyping technology models are able to be created in fine detail at a faster pace. With many years of cultivated craftsmanship and skill customers can ensure of receiving nothing but the highest quality work. Through the long passed down family tradition of making jewelry since 1945, customers can rely on the family presence and skill when choosing to customize their engagement ring. When in the market for wedding rings Orange County delivers.

### About Simone & Son

Recognized as one of the premier Orange County jewelry design houses, Simone & Son's family tradition of making fine jewelry dates back to 1945, in the South of France. Today, the award-winning design team produces exquisite fine jewelry, specializing in custom engagement rings. Simone & Son works with clients one-on-one to produce the most distinctive engagement rings and wedding rings Orange County clients will find. Any concept or design can be brought to life in the company's full service showroom, which stocks G.I.A. certified diamonds that also are certified conflict free. Simone & Son's staff can locate diamonds and gems from anywhere around the world, assuring the final piece will be a cherished heirloom for years to come. For more information, please visit [www.simoneandson.com](http://www.simoneandson.com) or call 714-964-4012 for a free design consultation.

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### Keywords

[unique engagement rings](#)  
[wedding rings Orange County](#)  
[custom engagement rings](#)

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