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Eternity rings are truly eternal provided they come from one of the leading direct diamond jewellers in the United Kingdom â€“ Hearts of London. They have their workshop and showroom located in Hatton Garden, which has been the centre of Londonâ€™s jewellery trade since medieval times and continues to remain the ultimate address for diamond jewellery connoisseurs not only nationwide but also all over the world.

Hatton Garden Eternity Rings Now Within the Reach of Commoners

Recent spike in diamond and gold prices has been quite disappointing for most diamond jewellery aficionados and couples throughout the UK wishing to follow Wills and Kate down the aisle in royal style while ensuring a royal saving. Owing to their limited budgets and inability to expend profusely on engagement and wedding rings, most couples are reportedly compromising on the quality or size of their diamonds. However, there is a smarter choice also thatâ€™s easily available and it is â€˜shunningâ the traditional high street jewellers.

Couples who are aware and vigilant are making a rapid and smart move by turning to direct diamond jewellers such as Hearts of London.

While Hearts of London jewellery pieces are comparable in quality, they donâ€™t carry the substantial brand premiums of their rivals. At Hearts of London, Hatton Garden Eternity Rings, engagement rings, wedding bands etc of comparable quality are made available at just about 50%-60% prices of those of worldâ€™s most recognised jewellery brands. Furthermore, online clients can compare prices of more than 25,000 GIA graded diamonds.

Fastidious Attention to Detail

Hearts of London designs and manufactures posh, voguish and timelessly stylish engagement rings, wedding rings, eternity rings, and fine jewellery pieces at their Hatton Garden workshop. Their adept craftsmen pay fastidious attention to detail while creating jewellery pieces that exude highest precision, quality craftsmanship, and true British elegance and charm. Only finest quality precious metal and Hatton Garden Diamonds that are GIA graded, ethically sourced and independently certificated are used in manufacturing Hearts of London jewellery.

Assisting Client in Better Selection of Hatton Garden Jewellery both Online and Offline!

Understanding the fact that diamonds are not an everyday purchase and decision making can be quite difficult at times; Hearts of London gemmologists have prepared a comprehensive and educational guide which is available on their website for quick reference. While the guide can be referenced to learn about the key characteristic to consider while buying a quality diamond, face-to-face jewellery and gemmological consultations can be arranged with Hearts of London gemmologists at their Hatton Garden showroom as well. However, you will need to call them or email them to seek prior appointment.

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This article is contributed by a professional article writer and has been efficient in providing useful information about a Princess Cut Diamonds,a London Wedding Rings For more information you can visit: http://www.heartsoflondon.co.uk

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