

**FOR IMMEDIATE RELEASE:**

### **Local Jewelry Store Hosts a Gem of an Experience**

**Myrtle Beach, SC** -- An exclusive collection of rare loose diamonds, precious and semi-precious stones, settings, and custom-made jewelry for the discriminate buyer and collector is coming to Reeds Jewelers in Myrtle Beach, SC, and we invite you to share in this unprecedented, one-day showing. Along with access to this collection, show go'ers will have the notable opportunity of watching and participating in a live, onsite diamond cutting exhibition.

**From 11 a.m. to 8 p.m., Tuesday, October 16, 2007, at Reeds Jewelers' Coastal Grand Mall location in Myrtle Beach, SC,** Gemdek is showcasing unusual, hard-to-find, loose irradiated and natural fancy color diamonds in an extraordinary array of hues and shades; strawberry red, pistachio green, pumpkin orange, chocolate brown, canary yellow, cotton candy pink, champagne, seaweed olive, burgundy, and purple. Loose settings and loose color stones, as well as finished custom jewelry will also be on display and available for purchase.

For many jewelry connoisseurs, there is a strong desire to own something unique that is unlike anything they have ever seen. Gemdek, a New York City-based direct importer and cutter of diamonds, is offering show attendees an opportunity to select their perfect stone and work closely with a master craftsman to create a distinct jewelry piece reflective of their particular style, personality, and taste. All stones have been hand picked, sized, and cut by a Gemdek jeweler. They are certified in the United States and by European Gemological Labs and carry AGS, GIA, EGL, HRD, and IGI certifications.

"This is really a once-in-a-lifetime opportunity," said Gary Sherman, the Gemdek show's manager. "This is likely the only time Myrtle Beach residents will see such an unusual collection of rough, uncut diamonds, precious and semi-precious color stones, and finished jewelry for purchase in a single location."

While at the show, a Gemdek diamond cutter will fuse art with jewelry as he sits at a cutting wheel and offers a diamond cutting demonstration. "This is a tremendous educational experience that is rarely made available to the public," said Sherman. "Diamond cutting is truly an art form, and the Levy family has been perfecting it for three generations."

The Levy family gem business started back in India, where they specialized in precious and semi-precious stones. Soon they incorporated diamonds and jewelry into their selection. After establishing a strong diamond enterprise, the family moved to England, thus expanding its business to the European market.

After a number of successful years in local and international trade, the family moved to New York City and established Gemdek Corporation, joining their international trade with the American market. Gemdek is now considered a premier source for all types of diamonds and color stones throughout the United States and abroad.

To schedule a private appointment at the show, call Reeds Jewelers at XXXXXXXX.

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