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Beautiful Chicago Diamond. As Unique As The Diamonds They Sell.

Every woman in the world is in love with diamonds, everyone has heard the saying 'Diamonds are a girl's best friend'. Today's diamond symbolizes wealth, durability, status, and quality, and they're not just for women anymore.

/24-7PressRelease/ - CHICAGO, IL, January 30, 2008 - Every woman in the world is in love with diamonds, everyone has heard the saying 'Diamonds are a girl's best friend'. Today's diamond symbolizes wealth, durability, status, and quality, and they're not just for women anymore.

Introducing Beautiful Chicago Diamond, BC*Diamond , as its better known, uses no sales pitch and just like a diamond 'each person is a unique individual as each diamond have its own sparkle' says owner Hadrian A Charmin.

The owner, who comes from a family in the medical field, never thought of being in the jewelry business. After obtaining two degrees one being in Political science and another one in Health care Management, Hadrian decided that the traditional path was just not for him.

With such a strong entrepreneurial spirit within him he started different business ventures. After seeing friends and family buying jewelry for special occasions he knew he was headed in the right direction and was finding his passion.

He decided to get a certificate in Diamond Grading GIA , so he could be more educated in this competitive field such as learning how to purchase and educate consumers in buying a quality Diamond, working in a jewelry store also helped hone his skills, and at one point he was working as a broker to help finance his dream of opening his own jewelry store which he eventually did.

'Seeing the excitement when a customer finds the right piece is something that stays with me forever' Says Hadrian. 'The thought of seeing myself being part of that joy and making someones dreams come true and helping them find that special piece is an amazing feeling'.

Todays diamonds can also be a man's best friend says Hadrian, who has seen a shift in clients starting to balance out more between male and female customers seeking that perfect piece to add to their collection or purchasing their first Diamond.

It used to be frowned upon for a man to wear jewelry, however in today's society, you cannot walk down the street without seeing a gentleman wearing some sort of diamond jewelry be it a diamond earring, cuff ling or bracelet. BC*Diamond knows the importance of catering to both women as well as men.

Like many trends, the trend of men wearing more jewelry started with celebrities. You would see pictures of male celebrities in magazines wearing diamond earrings, diamond necklaces and diamond watches. You can also see celebrities showing off their 'bling' at awards show and on other television appearances.

Hadrian himself has worked with diamond deals from Chicago and New York. After working as a broker for a while he finally decided to open a wholesale store to sell his Diamonds, Engagement rings, Pendants, Earrings, Birthstones. He sells his gems at wholesale passing on the savings to each of his customers and promises to 'work within a customers budget to find that special diamond they are searching for' says the owner, and will make special office or house calls depending on location in chicago and surrounding areas.

BC*Diamond also has special services such as Appraisals, Remounting, Customer Designing, Jewelry Cleaning, Jewelry Repair, Engraving and other jewelry services. Customers flock to this store for the selection as well as the great prices.

BC* Diamond. Where you'll find the most precious stones on earth.

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