

# LET LOVE BE YOUR LEGACY

Michelle Demaree's Miss Diamond Ring provides a personalized concierge service for anyone investing in an emotionally important piece of jewellery for a loved one



PEOPLE SPEND THEIR entire lives searching for a soulmate, and those lucky enough to meet their match often make the biggest spend of their lives: the engagement ring. "I'm a hopeless romantic and I believe that any love this extraordinary deserves to be adorned with something a cut above," says Michelle Demaree. It's why she founded Miss Diamond Ring, an elite global jewellery concierge service.

Miss Diamond Ring assists high-net-worth clients around the world to procure and design the most spectacular engagement rings, anniversary rings and high-end jewellery to commemorate milestones such as births, birthdays or vow renewals. Michelle (pictured, left) spent more than a decade in the jewellery industry selling at elite stores in Beverly Hills and Chicago, including Van Cleef & Arpels, Tiffany & Co and Harry Winston. Celebrity clients would often request bespoke rings that would grab headlines around the world, but larger retailers could rarely accommodate their specific requests, leaving the clients with a ring that looked like everyone else's. Seeing her favourite clients' needs go unmet, Michelle looked to her private network of gem and diamond sources, along with high-end jewellery designers, and started Miss Diamond Ring, Inc. It offers a white-glove, high-touch concierge service for those looking to wow their partner with the most spectacular, rare and unique engagement rings and gifts.

"Buying a piece of jewellery for a woman can be a stressful process for a man," says Michelle. "Each woman has unique tastes and jewellery can have a deep significance which can feel elusive to some men. So they often hire me to access an industry expert's feminine viewpoint along with a guarantee that the ring that will make her cry tears of joy when she sees it."

Michelle infuses each client's unique story into the design of the ring. "There is an elite level of bespoke jewellery making that I call 'the Love Legacy'," she says. "I learn about my client's love story, their reason behind celebrating this milestone, the elements, locations and symbols in their lives that make their love story unique, and then I craft a custom heirloom that can be passed down through generations." Messages can be engraved into the band, or the diamond itself, while settings can reflect personal milestones – a pink diamond for the birth of a daughter, the inclusion of a birthstone or family jewel. It is even possible to have a partner's fingerprint engraved in the interior of the band or a microscopic message engraved onto the gem.

Michelle recently created a Love Legacy piece (pictured opposite, top left) commemorating the love between Her Majesty Queen Elizabeth II and the late Prince Philip. The pair spent the first few years of their marriage stationed in Malta, which the Queen has described as the happiest years of her life, so the ring features Mediterranean colours and stones sourced from Malta.

Michelle's clients enjoy five-star proposal planning and vow renewal services to ensure that their once-in-a-lifetime presentation moment is as flawless and special as possible. Clients typically invest between \$50,000 to seven figures to create a priceless piece in both value and emotion. Michelle also offers a scintillating collection of intention diamonds called, Diamonds with Soul, with pieces starting at \$3,000. "Gemstones carry energy," she says, "and each ring I make embodies the energy of that special couple's love story."

[www.missdiamondring.com](http://www.missdiamondring.com)  
[www.diamondswithsoul.com](http://www.diamondswithsoul.com)

