



## News Release

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For Immediate Release

**Combine 22 carats of vibrant natural color diamonds & intricate detail by Jewelers Layna & Alan Friedman and you have the makings to create Holly Madison's engagement ring.**

Beverly Hills Jewelry Designers Layna & Alan Friedman create a custom 22 carat engagement ring for TV Personality Holly Madison and fiancé Pasquale Rotella valued at over \$2,000,000.

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**Beverly Hills, CA June 26, 2013** - Inspired by the Electric Daisy Carnival (which also served as the site of their engagement) and the beauty of flowers, the ornate engagement ring design was the vision of Pasquale Rotella in collaboration with family friends & Premier Beverly Hills Jewelry Designers Layna & Alan Friedman. Alan & Layna visited with Holly Madison, Pasquale and their daughter Rainbow at their Las Vegas home to present the 18 carat fancy intense yellow diamond to be used as the center diamond. As Holly laid the rare stone on her finger, Pasquale knew by her expression that they had found the perfect centerpiece for her ring. Production on the ring began immediately upon Layna & Alan's return to the Alan Friedman Store in Beverly Hills. This dynamic design duo sought after for their dazzling and unique custom creations, pulled the finest natural intense color diamonds from their collection to bring to life Pasquale's vision and arrange the 3.5 carats of vivid pink, yellow and blue natural color diamond flowers to adorn the ring. A custom hand-engraved owl adds intricate detail and individuality to the hand-crafted mounting. "Adding the uniqueness like the owl that the couple has a shared love of, adds romance and sentiment to their jewelry piece," says Designer Layna. The gorgeous, one-of-a-kind ring is valued at over \$2,000,000.

With over 20 years in the jewelry business, Layna & Alan Friedman are sought after by many in the entertainment industry, including Mariah Carey, Gwen Stefani, Richie Sambora, Mike Epps, Regina King, Pierce Brosnan, Lady Gaga, Dr. Dre and many others. Inspired by a love of all things Barbie®, Layna introduced the jewelry industry to one of the nation's favorite style icons with her Barbie®-inspired jewelry collection Barbie™ Rocks by Layna and Alan Friedman. Layna has dreamt of giving girls of all ages a peek inside the ultimate jewelry collection, which reflects a modern day interpretation of Barbie® doll's fun spirit and glamorous fashion sense. Barbie™ Rocks has become a trendsetting brand with celebrity clients including Teri Hatcher, the Kardashian sisters, Denise Richards, Gabrielle Union and the collection has been featured on The Real Housewives of Beverly Hills, The View, Shannen Says and more. The Friedman's also integrate the importance of charity within the Barbie™ Rocks line by donating 5% of every sale to Alicia Keys' "Keep A Child Alive". Layna most recently launched Country Rocks™, a country inspired luxury jewelry, gift and apparel line as part of her Layna Rocks™, Inc. Collections.

For additional information, [www.AlanDiamonds.com](http://www.AlanDiamonds.com) [www.LaynaRocks.com](http://www.LaynaRocks.com) or please visit the Alan Friedman Store showroom at 350 North Canon Drive, Beverly Hills, CA 90210. 310-278-4944 and 310-278-8985

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