



News Release

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For Immediate Release

How does Holly Madison top a 22 carat custom engagement ring...With a \$500,000 handmade diamond and gold tiara fit for a princess of course from premier Beverly Hills jewelers Layna & Alan Friedman.

Renowned jewelers Layna & Alan Friedman create a 47 carat diamond tiara and one-of-a-kind wedding bands for the nuptials of television personality Holly Madison and Pasquale Rotella.

Beverly Hills, CA September 11th, 2013 - With the style, beauty and sparkle fit for a princess, Beverly Hills jewelry designers Layna & Alan Friedman created a one-of-a-kind diamond tiara for television personality Holly Madison's wedding to Pasquale Rotella this week. This stunning tiara was designed by Holly and the Friedman's and took approximately 4 months to complete. The elegant tiara adorned Holly's gorgeous golden locks with stunning 18kt white gold flowers and dazzling diamond petals, set with over 2400 white round diamonds equaling 47 carats and valued at \$500,000. To accompany Holly's 22 carat fancy yellow engagement ring created by designers Layna & Alan Friedman earlier this summer, two wedding bands were designed including a dazzling platinum 15 carat eternity band with emerald cut diamonds and an 18kt yellow gold eternity band with 14 fancy intense yellow cushion cut diamonds equaling 12 carats. Holly presented the groom with a uniquely styled black rhodium 18kt band with 300 pave black diamonds set on the inside and engraved with the couple's signature hand-carved owl (as featured on Holly's engagement ring).

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. 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 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 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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