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Platinum 'Decadence'

Like many designers, Andrew Geoghegan greatly admires the Art Deco style and era which was dominated by platinum design, and the influences of this timeless period are evident in the 'Decadence Ring'. A spectacle-set half carat princess cut is flanked by two baguette diamonds, giving a wonderful contrast of cuts. By revealing the culet as in many of his designs, Andrew introduces a point of tension creating an altogether sculptural feel to the piece.

Andrew has over sixty retail partners who stock his engagement rings such as the 'Decadence'. These are complemented by wedding rings, eternity rings and, more recently, cocktail rings. Retailers describe Andrew as a designer who has the perfect balance of the 'designer' and the 'commercial'. This rare balance opens his collection to a wide audience of design savvy customers who want their pieces to be both wearable and durable. All this is backed up with stylish POS and an army of PR and online gurus creating an incredible buzz about the brand.

