

Rogers Jewelry Co.

Fire & Ice Founder Bart Marks Featured on TV Show Worldwide Business With Kathy Ireland

In the segment Marks addressed his passion for diamonds and his mission to teach customers the qualities to keep in mind when finding the perfect one, all of which helped him create Fire & Ice branded diamonds.

MODESTO, Calif., December 5, 2018 (Newswire.com) - [Fire & Ice diamonds](#), which are available for viewing in-store at Rogers Jewelry Co., have quickly become a popular choice for fine jewelry lovers due to their superior fire and brilliance. So, it was only fitting that the brand was featured on the television show "Worldwide Business with Kathy Ireland" in October.



Ireland, a model-turned-businesswoman with experience in fine jewelry, devoted [a segment](#) to talking with Fire & Ice founder Bart Marks. There, he explained how the company's proprietary diamond cutting process yields stones that are bigger, brighter, and whiter than diamonds from other top brands.

Marks also emphasized that the beauty of each diamond is a marvel of nature in itself. "Every diamond is different," he says in the segment. "Every diamond has a story to tell."

As the brother of [Rogers Jewelry Co.](#) president Robert Marks and a Rogers Jewelry senior executive in his own right, Bart Marks grew up around fine jewelry and diamonds. He realized how much misinformation about these gemstones made its way to diamond shoppers, so he founded the Fire & Ice brand to improve on the industry's standards and to re-educate customers on what truly matters when it comes to their diamonds.

In keeping with this belief, Marks created a series of videos debunking six of the most common myths people believe about diamonds and the buying process. Watch them all on [Fire & Ice's website](#).

To learn more about the Fire & Ice diamonds and jewelry lines, contact Rogers Jewelry Co. at (209) 527-8713 or by emailing contact@thinkrogers.com.

About Rogers Jewelry Co.

Since 1937, Rogers Jewelry Co. has been a first-class provider of fine jewelry and luxury timepieces to Modesto, California. Since its establishment over 80 years ago, the retailer has added 7 Superstore

locations to its company in Sacramento, Folsom, Elk Grove, Fresno, Visalia, Bakersfield, and Reno. Today, Roger Marks leads as Rogers Jewelry's Chairman and CEO, helping the company stay abreast of the latest trends in retail and jewelry. In keeping with these goals, each of their stores features private viewing rooms, computer design centers, stores within a store, and other amenities to make shopping at Rogers Jewelry Co. the new standard.

For more information on Rogers Jewelry Co. and the products they have available, contact them at contact@thinkrogers.com or (800) 733-1874, or visit their showroom in person.

Source: Rogers Jewelry Co.

Additional **Links**

- [Rogers Jewelry Co. website](#)
- [Fire & Ice Diamond Myths](#)

Original Source: www.newswire.com