



HEAR THEM RING
Clockwise from left:
Dan Moran, owner of
Concierge Diamonds;
split pavé shank ring
with 1.5-carat center
stone, 2-carat white
and yellow diamond
halos, \$16,500;
rose gold ring with
2.5-carat center stone
and 3 carats total side
stones, \$28,500.



LORD OF THE RINGS

Dan Moran takes to the sky in private planes to deliver his custom-made engagement rings.

BY TERESA K. TRAVERSE

When one of Dan Moran's clients needs a custom-made engagement ring fast, he hops into a private plane to deliver the goods. The Los Angeles-based jeweler says he's been fortunate enough to marry his two loves—flying and diamonds.

"It doesn't take much for a client to convince me to fly out," he says. "In many ways, everything I do down here is just to get me up there."

When he's not up in the sky, the third-generation diamond dealer is running his own company, Concierge Diamonds. Moran started his business back in 2012 to give customers what he calls "unmatched service."

"Nobody buys a piece from me who hasn't spoken to me," he says. "I try to approach it by saying, 'What are you looking for today and how can I create that for you?'"

Moran collaborates with clients through every step

of the design process. He sends diamond photos and personally approves every piece before it leaves his office in downtown L.A. What makes his approach different? He takes the time to educate, to share his expertise.

"My clients, by the time they're done buying an engagement ring from me, know how to evaluate a diamond," he says.

And like any good marriage, the basis of Moran's relationship with his clients is built on trust. He's even climbed Camelback Mountain with some of them. Actors, athletes and executives are among his frequent buyers, though he remains discreet on names for privacy purposes. And he prides himself in not hiking up client bills to furnish his advertising budget.

"The only marketing is my jewelry," he says. "Every ring I make has to be a calling card."

CONCIERGE DIAMONDS

510 W. Sixth St., Ste. 812, Los Angeles, 213.261.4330, conciergediamonds.com

Regular Hours

By appointment only,
Mon.-Fri., 9:30AM-6PM

Pieces from \$20,000, flight fees are complimentary

DETAILS

DETAILS



LOVE LACE
Ash lace
wedding gown,
from \$3,250, by
Rue De Seine,
at Lovely Bride
in Scottsdale

BOHO BOUTIQUE

Valley brides searching for chic, elegant wedding gowns can find them at a new shop in Old Town Scottsdale. National chain **Lovely Bride** opened its first Arizona boutique last month. The vintage modern shop will feature custom marble wallpaper and dainty French furniture. Expect bridal couture that's "hip and fun, but still effortlessly feminine and romantic," says boutique owner Rebekah Charles. The store will feature a plethora of designer styles ranging from polished and romantic Limor Rosen and Anna Campbell dresses to frocks for the bohemian goddess from Rue de Seine and Sarah Seven. A staff of four work one-on-one with brides to find the perfect dress. *By appointment only, from \$1,500, 7155 E. Main St., Scottsdale, lovelybride.com*
—Teresa K. Traverse