

FOR IMMEDIATE RELEASE

York Jewellers Crafts Custom Engagement Ring for "Farmer Wants a Wife" Stars Will and Jess

An over-50-year-old Sydney-based family jeweller creates a bespoke engagement ring featuring a hidden, rare Australian Argyle Pink Diamond for a beloved reality TV couple.

Sydney, NSW – June 20, 2025 – York Jewellers, the renowned family jewellery business with over 50 years of craftsmanship heritage, has designed a unique engagement ring for Will Simpson and Jess Cova, the popular couple from Channel Seven's "Farmer Wants a Wife" Season 12.

The custom-designed ring features a stunning centre diamond with two accompanying white diamonds set in yellow gold with white gold claws. The piece's most special element is a hidden Pink Diamond from the Argyle mine positioned underneath the setting – a rare and precious stone that adds personal significance to the already meaningful piece.

"Working with Will to create this special ring was an absolute pleasure," said Douglas Ely from York Jewellers. "He wanted something unique that would reflect his and Jess's personalities while incorporating elements that were meaningful to their relationship. The hidden Pink Diamond from the Argyle mine was the perfect touch – something only they would know about."

Will, a cattle farmer from Berriwillock in Victoria, proposed to Jess on his family farm, where their love story began during filming. After researching Australia's finest custom jewellery designers, the couple became fan favourites for their genuine connection and romance, and they chose York Jewellers for the engagement ring.

"The team at York Jewellers understood exactly what I was looking for," said Will. "They listened to what I wanted to achieve and created something that perfectly captured what Jess means to me. The craftsmanship is incredible, and the hidden Pink Diamond makes it truly one-of-a-kind."

Jess added, "When Will proposed with this ring, I was completely overwhelmed. It's absolutely beautiful, and knowing that so much thought and care went into every detail makes it even more special. The fact that there's a secret Pink Diamond that only we know about makes it feel like it was made just for us – which it was!"

The engagement ring represents York Jewellers' commitment to creating bespoke pieces that tell unique love stories. Each custom design begins with complimentary in-person design appointments where hand-drawn creativity inspires their skilled jewellers to breathe life into unique masterpieces.

Will and Jess's engagement has delighted fans of "Farmer Wants a Wife," with their authentic relationship journey resonating with viewers across Australia. Their story, from tentative first meetings to deep love and now engagement, has captured hearts nationwide.

About York Jewellers

With over 50 years of craftsmanship and community heritage, York Jewellers is a distinguished family business led by Owner and Managing Director Douglas Ely. The company has become a celebrated Australian jewellery destination that values family, community, and exceptional craftsmanship.

Located at Westfield Penrith at the foothills of the Blue Mountains and Warriewood Square on Sydney's Northern Beaches, York Jewellers operates one of Australia's most extensive onsite workshops. Their

award-winning designers and skilled jewellers handcraft engagement rings, wedding bands, and bespoke pieces using advanced technology alongside time-honoured techniques.

What sets York Jewellers apart is their unwavering belief that jewellery isn't about the stone, metal, or price tag, but about capturing life's special moments in love. This philosophy has created customer loyalty spanning generations, with many clients becoming like family to the York Jewellers team.

The family business has deep community roots, giving back through charitable partnerships including the McGrath Foundation's Pink Up Penrith campaign. Under Douglas's leadership, York Jewellers continues the tradition of exceptional craftsmanship and customer service that has made them a trusted name for over five decades.

From their flagship location serving as the gateway to Blue Mountains engagements and romantic escapes, to their Northern Beaches presence reconnecting with a community they first served in the 1990s, York Jewellers continues to grow while maintaining their core values of family, community, and integrity.

York Jewellers' focus has never been on making a quick sale. They believe the value of their jewellery is about capturing those special moments in life and love. This is why so many of their customers are loyal for life.

For more information about York Jewellers' custom design services, visit their Penrith or Warriewood locations or yorkjewellers.com.au

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Images available upon request