

World Series of Poker bracelet most expensive sports prize ever

By Ron Sylvester, Las Vegas Sun

The cards may decide winner, but they can't beat the bling.

The World Series of Poker unveiled its championship bracelet for the main event winner Friday night with what the jeweler called the most expensive championship adornment to be offered in any professional sport.

"Every jeweler gets to design earrings and necklaces and bracelets, but this is the chance to do a piece that really means something," said Jason Arasheben, president of Jason of Beverly Hills. "I wanted to pay tribute to Las Vegas, because I have a store here. They don't have a professional basketball or football team, but what says Vegas more than the World Series of Poker?"

The bracelet was presented at the Jason of Beverly Hills store in the Cosmopolitan in a coming out party trimmed with cocktail dresses and flashing cameras.

With 35 carats of diamonds and 170 grams of 14 karat gold, it sparkles brighter than the 2009 and 2010 NBA rings Arasheben designed for the Los Angeles Lakers. He said it contains more diamonds and gold than any World Series ring for Major League Baseball, or Super Bowl ring for the NFL.

"The epitome of Vegas says 'over the top,' and that's what I did here," he said.

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