



Engagement Rings

BUYER'S GUIDE



DEAR FRIEND,

An engagement ring is among the most important purchases you will ever make. Beyond its monetary value, an engagement ring stands for something bigger. It symbolizes a commitment to honor, love, and cherish your partner for the rest of your days. And naturally, you want the ring to be perfect—something they can treasure forever.

Despite how meaningful an engagement ring is, most people know very little about them. You may admire the rings that your friends or favorite celebrities wear, but how familiar are you with all of the details that play a role in making those rings so stunning? You might have an idea of the ring your partner wants, but how do you ensure you're getting a high quality ring that shines for a lifetime? To get all of the answers—and personal assistance—that you deserve, it's crucial to find a professional, expert jeweler you can trust. That's why we at [insert jeweler] created this engagement ring buying guide.

We understand what a huge decision this is, and we hope to answer any questions you may have. This guide addresses everything from budgeting to band styles to the difference between lab-grown and natural diamonds. Once you've read it through, come visit us at our Concord, North Carolina store for a one-on-one engagement ring shopping experience, tailored just for you. Our experts will answer any further questions you may have, and guide you through our wide selection of engagement rings.

We've been Concord's local jeweler for over 70 years, but the magic of matching our clients with their dream rings never gets old. We're always honored to play a small role in your big day. Thank you for considering our store as you begin this beautiful journey, and we look forward to seeing you soon.

Best Wishes,

Ellis Jewelers

MEET DAN

We have the best jobs in the world. Every day, we get to meet incredible young couples and be part of one of the most meaningful moments in their lives. It's an honor we don't take lightly—to be trusted with creating a one-of-a-kind engagement ring that reflects their love, their story, and their future.

Hearing how they met, grew together, and built their dreams inspires everything we do. Our purpose is simple: to help couples design the engagement rings of their dreams, in a fun, caring, and welcoming environment.



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What to Expect









From beginning to end, our main goal is to help you find your partner's dream ring. We believe in empowering you with all the information you need to make a confident decision, and we have worked hard to curate a selection that gives you plenty of wonderful options, no matter your budget.

Helping you find the perfect ring is both our passion and our privilege. *We strive to make the ring shopping process simple, straightforward, and fun!* Whether you have an appointment or not, when you walk through our doors, you can expect to be greeted by friendly faces. One of our knowledgeable team members will chat with you to get a sense of what you might be looking for. We may be able to get you started on the spot, or we may help you set up an appointment if you need a little extra one-on-one time.

Whether you know exactly what you're looking for or you have no clue where to start, we're here for you! *We're proud of our wide selection of styles, featuring a huge variety of settings, styles, and center stones sourced from all over the world.* Find a proposal-ready ring from a premier designer or let us craft a custom engagement ring exclusively for you. We'll work with you to find or create the perfect ring, no matter how unique. The sky is the limit! Through it all, we'll make sure you feel understood in your requests and ensure that you're comfortable with every decision you make.

If you're ready to take the next step, your best bet is to book an engagement consultation with us. While we're happy to assist you without an appointment, our store can get busy. *Booking a consultation guarantees that you'll get all the attention you deserve at a time that works for you.*

At your consultation, we can discuss:

							
Ring Settings & Styles	Center Stone Types <small>Including Natural & Lab-Grown Diamonds or Colored Gemstone Options</small>	Center Stone Sizes & Shapes	Center Stone Durability & Quality	Ring Metals	Ring Sizing & Modifications	Budgeting For Your Ring	Anything Else You'd Like to Know!

Feel free to come alone, or bring your partner, friends, or family members to help you shop. And keep in mind: our consultations are no-pressure, no-obligation. Even if you don't end up buying a ring from us, we're always happy to answer your questions and help you figure out what you're looking for.

Proposal Ready vs. Semi Custom vs. Custom Engagement Rings

PROPOSAL READY

These are the rings you'll find in our jewelry cases. This includes both fully set rings and semi-mounts. Fully set rings are entirely complete, including the center stone. If you fall in love with a fully set ring, you can take it home that day!

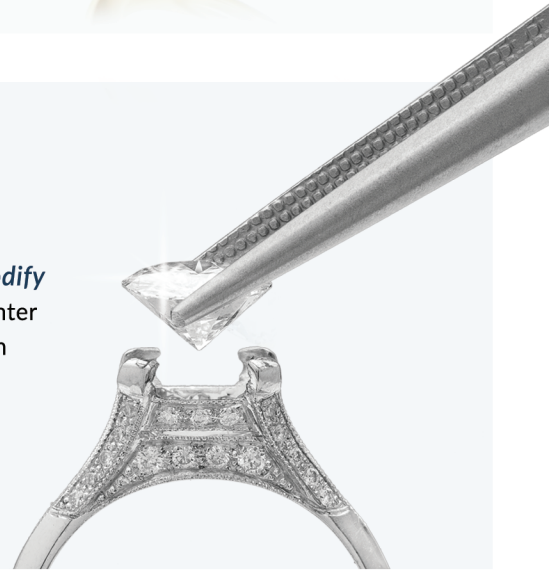
Semi-mounts are engagement rings that are otherwise completely finished, but lack a center stone. They're ideal if you love a particular band and setting style, but want to pair it with a specific center stone. We have a vast collection of center stones in all shapes, sizes, and colors for you to choose from. Once you choose a semi-mount and a center stone, it won't take us long to complete the ring for you—we may even be able to do it that day—but we can give you a more accurate timeframe in-store.



SEMI-CUSTOM

If you love a ring you see in our cases—apart from a few little details—then a semi-custom engagement ring is a great option for you. *We can take that proposal-ready ring and modify its features to create exactly what you're looking for.* Whether it's swapping out the center stone, adding accent diamonds, or changing the thickness of the band, our talented custom jewelers are happy to make some adjustments for you.

Semi-custom rings take less time than fully custom rings, but more time than proposal ready rings. As with all customization, we can provide more accurate timeframes and cost quotes in-store once we have an idea of what you are looking for!



FULLY CUSTOM

As the name implies, *fully custom rings are designed exclusively for you*, and with your input, from start to finish! Our custom engagement ring design process starts with a custom jewelry consultation. During a consultation, you'll get to share your ideas with us. We'll make a sketch of your ring that you can sign off on, then hand that sketch over to our talented design team.

They'll complete a CAD (Computer-Aided Design) rendering. You'll get to see this digital, 3D model of your ring and approve it before our design team moves on to the next step. After you make any final edits and approve the model, our custom jewelers will cast the ring and set the stones to bring your ring to life!



Custom Engagement Ring FAQ

Can I customize a family heirloom?

Yes, there are many ways that we can help you customize or redesign a family heirloom piece! Many people would like to use a family heirloom ring to propose, but the ring doesn't quite fit their partner's tastes. Our custom designers can take the aspects of the heirloom piece that you like and restyle them into a ring that blends sentimentality with style. This includes re-setting an heirloom diamond into a new engagement ring band.

How long does custom engagement ring design take?

Most fully custom rings take about 4-8 weeks to complete, but timelines can vary. Be sure to start planning several months in advance of your proposal if you would like a fully custom ring. As with all customization, we can provide more accurate timeframes and cost quotes in-store once we have an idea of what you are looking for!

How expensive is custom engagement ring design?

The cost of your custom engagement ring will depend on a few factors, including the complexity of the design and the materials you would like to use. However, let us clear up a common misconception: custom rings are not necessarily more expensive than proposal-ready rings! Depending on what you are looking for, they may be the most budget-friendly option. Don't let the custom design process intimidate you. Visit us for a custom design consultation, let us know what you're looking for, and we can provide you with a quote.



Jewelry Metals



GOLD

Gold is the **most popular** metal used in engagement rings. It's **durable, quite easy to maintain, and it comes in several beautiful colors**. You can find gold engagement ring bands in different karats. Most engagement rings are 14 karat or 18 karat gold. Anything higher than 18k gold may not be durable enough to use in an engagement ring. Wondering what a karat is? We explain it in the FAQ section below!

In our jewelry cases, you'll find **white gold, rose gold, and yellow gold**. Gold is naturally yellow, and warm-toned yellow gold is a popular, classic choice. Gold can be made white or rose-toned when it is mixed with certain other metals, such as silver or copper. This does not dilute the quality of the gold, but it does give you a range of color options!

Like yellow gold, **rose gold** has a warm, romantic glow. **White gold** is strikingly beautiful. It is plated with rhodium, another high-quality metal, to preserve its shine. Eventually, white gold rings will need to be re-plated with rhodium. This is an easy process that almost all jewelers can help you with; however, it's important to keep in mind.



PLATINUM

Platinum is another common choice for engagement rings. It is **naturally white** and so, unlike white gold, it does not need to be rhodium plated. **It's heavier and more durable than gold, and requires less maintenance to retain its shine over the years**. Although platinum tends to develop a worn or aged patina over time, its high purity and exceptional qualities make it more expensive than gold, especially when used in engagement rings.



STERLING SILVER

It's the least expensive of the precious metals, and it's very beautiful. But although sterling silver makes a great choice for fashion jewelry, it is not an ideal choice for an engagement ring. Engagement rings are meant to be worn every day, for a lifetime, and unfortunately, **sterling silver is not durable** enough for this type of wear. It is also **prone to tarnish** when exposed to moisture or humidity. While there are certainly ways to protect your silver from tarnish, it's just not practical for a ring you'll wear as often as an engagement ring.

Jewelry Metals FAQ

What is a karat?

“Karat” is a term used to describe gold purity. Pure, natural gold is classified as 24k gold. It is very soft and malleable, and not suited for daily wear. To make gold strong enough to use in jewelry, it is mixed with other metals. A mixture of gold and other metals is called an alloy. Karat measurements tell you the proportion of pure gold and other metals in an alloy.

For instance, 18k gold contains 18 parts gold and 6 parts alloy metals. 14k gold contains 14 parts gold and 10 parts alloy metals. Lower karat weights contain less gold, but are also more durable. 14k, 16k, and 18k gold are commonly used in engagement rings. They strike a good balance between gold purity and gold durability.

Are there other color options?

While white, yellow, and rose gold are by far the most popular color choices for engagement rings, we may be able to help you find other color options. Visit us in-store to discuss your ideal ring design, and we will see what we can do!

How do I clean a gold or platinum ring?

Gold and platinum rings pick up dirt, oils, and other grime as we wear them, but thankfully, they are easy to clean at home. A solution of lukewarm water and mild dish soap can work wonders on a dirty ring. You can use a soft toothbrush to scrub it and a microfiber cloth to dry it.

You should bring your ring to us for a free inspection and professional cleaning every 6-12 months (or more often, if your ring gets very dirty).

How do I keep my ring safe?

You should remove your ring during the following activities:

- ◆ Applying hair or skincare products
- ◆ Exercising, whether in the gym or outdoors
- ◆ Gardening or doing yardwork
- ◆ Swimming (whether in pools or natural bodies of water)
- ◆ Doing DIY projects or home repairs
- ◆ Cleaning with household chemicals
- ◆ Sleeping

These activities can expose your ring to grease, oils, and chemicals, and they raise your risk of chipping or losing the center stone. When you are not wearing your engagement ring, store it in a jewelry box or jewelry bag, away from other pieces of jewelry.

Diamond Guide: How to Shop for a Diamond

Even if this is the first time you'll be buying a diamond, you've surely known about the beauty and symbolism of diamonds for many years. Diamonds have a long and impressive history, and they're revered in art and popular culture. *But what makes diamonds so valuable? How do you tell if the diamond you're buying is high quality? And what is the difference between a natural diamond and a lab-grown diamond?* This section of our engagement ring guide is devoted to answering your most pressing diamond questions.



THE VALUE OF A DIAMOND

Diamonds are valuable for a number of reasons. First of all, they are incredibly *rare*. Diamonds only develop under perfect geological conditions, over the course of millions or even billions of years. They're also ideal gems to use in jewelry: ranking at a 10 on the Mohs scale (which measures mineral hardness), *diamonds are the strongest naturally occurring material on earth*. Finally, diamonds are undeniably beautiful. But how do we judge a diamond's beauty and quality? And how does that impact a diamond's price?

Diamonds are judged on 4 criteria to determine their beauty and quality: color, cut, clarity, and carat (the 4 Cs). For more details on the 4 Cs, check out page 10. But simply put, the higher a diamond scores on the 4 Cs, the more it will cost.

SHOPPING FOR A DIAMOND

A diamond is an investment, and it is well worth saving up to purchase a quality diamond. Of course, everyone's budget looks different, and we won't ever pressure you to spend more than you are comfortable with. *We want you to do what makes the most financial sense for you and your partner.*

We recommend visiting the store with an approximate price range in mind—the minimum you expect to spend, and the maximum you would be willing to spend. We can work within this range, tailoring a selection of diamonds for you to choose from. After setting a budget, figure out your priorities for the diamond. Is carat size the most important factor? Or, would you rather spend more on a smaller but very well cut diamond to maximize sparkle? And of course, let us know which diamond shapes you are interested in.



Diamond Guide FAQ

Who decides how diamonds are graded?

The most respected diamond grading labs belong to the GIA (Gemological Institute of America) and AGS (American Gem Society). The GIA and AGS are the premier jewelry trade associations in the United States, with access to the highest quality grading equipment and staffed by true gemological experts. The GIA's diamond grading scales and measurement systems are usually considered the industry standard.

Can you grade a diamond that I already own?

Yes, absolutely! Our certified gemologists can appraise and grade your diamond. We will grade your diamond on the 4 Cs and provide you with an estimated monetary value.

Can you put a diamond that I already own into an engagement ring?

Yes, we will happily set your diamond into a new engagement ring. It's very common for people to use family heirloom diamonds in engagement rings.

How can I be sure I'm buying a conflict-free diamond?

We completely understand that people may have ethical concerns about buying natural diamonds. Rest assured, we do not purchase or use conflict diamonds. We adhere to the Kimberley Process, an international commitment to an ethical, conflict-free diamond supply chain. Our diamonds are exclusively sourced from reputable suppliers. If you have any further questions or concerns, please feel free to contact us so we can put your mind at ease.

What if I don't want to use a diamond in my engagement ring?

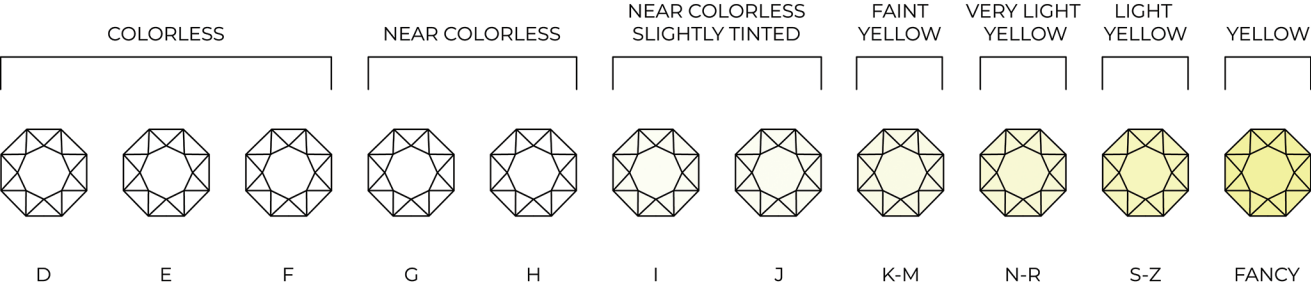
While diamonds are the traditional choice for an engagement ring, you do have other options! Some people choose to use an alternative gemstone, such as a sapphire or emerald, in their ring. No matter what you want your ring to look like, we are here to help. Read more about alternative gemstones on page 15 or visit the store to speak with one of our jewelry experts.



The 4 C's of Diamonds

COLOR

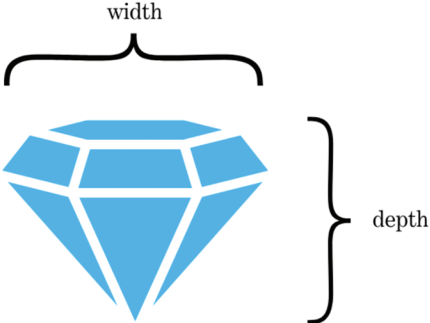
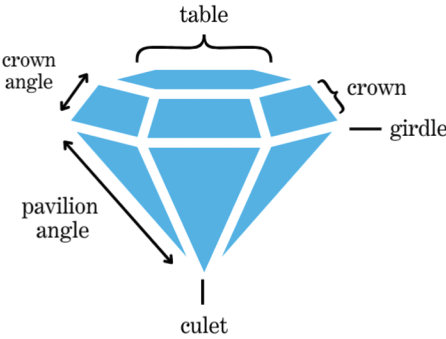
Diamonds are graded according to the absence or presence of color. Diamond graders use a standardized, alphabetical scale to categorize diamonds based on their tint. The picture below provides a visual representation of this scale. Very few diamonds are considered truly “colorless.” Many engagement ring diamonds fall in the G-J range. These diamonds do not look tinted to the naked eye, especially when they are well cut.



Diamond tint is typically brown or yellow. As you probably know, diamonds are made from carbon. They get their tint from the presence of other elements and minerals in their growing environment—mainly, nitrogen. If diamonds are very obviously tinted, they are called fancy colored diamonds, and are no longer graded on the same alphabetical scale as white diamonds.

CUT

Contrary to popular belief, the term “cut” does not describe the shape of the diamond. It describes the *proportions and faceting of a diamond*. These are the elements that give a diamond its sparkle. Diamond cutters take note of a diamond’s unique features before making the first cuts. They tailor their cuts to enhance the diamond’s natural beauty.



“Proportions” refer to a diamond’s depth, width, and table size (the table is the large, flat facet at the top of the diamond, sometimes called the diamond’s face). “Facets” are the small planes cut into the diamond. Ideally, a diamond absorbs light, the light bounces off the facets, and then the light is scattered back out into the world as sparkle. But bad proportions and bad faceting lead to light leakage and poor light refraction—in simple terms, a less sparkly diamond.

While “cut” is the technical term for these features, many people (including jewelers) may use it as shorthand to describe a diamond’s shape. So, don’t worry—if you ask for an “oval cut diamond,” we will know what you mean!

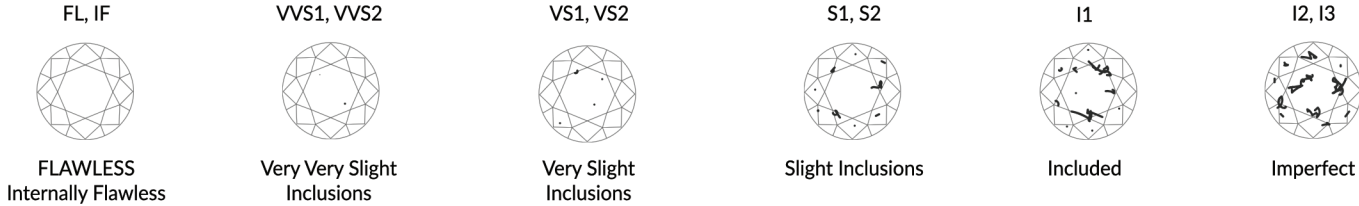
The 4 C's of Diamonds

CLARITY

Diamond clarity is judged based on the presence or absence of flaws. There are two types of diamond flaw: inclusions (in the inside of the diamond) and blemishes (on the surface of the diamond). Even the most beautiful diamonds in the world are not completely perfect. Virtually all diamonds have some inclusions or blemishes. However, these flaws are usually invisible to the naked eye.

Diamonds are judged by the number, size, and type of inclusions. They are graded into one of the following categories:

- FL:** Completely flawless, inside and out.
- IF:** Contains no internal flaws.
- VVS:** Very, very slightly included. Inclusions are so small that a skilled grader will have difficulty seeing them under 10x magnification. Graded on a scale from VVS1-VVS2.
- VS:** Very slightly included. A skilled grader can identify small inclusions under 10x magnification. Graded on a scale from VS1-VS2.
- SI:** Slightly included. Inclusions are easily noticeable under magnification, and may be visible to the naked eye. Graded on a scale from SI1-SI2.
- I:** Included. Inclusions are easily visible to the naked eye. Graded on a scale from I1-I3.



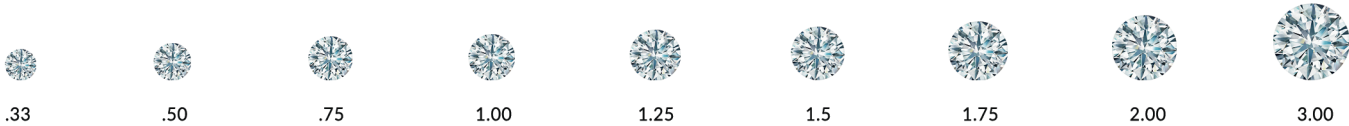
CARAT

Carat is a measurement of a diamond's weight. A carat is equal to 200 milligrams, or .02 grams. That means a diamond would have to weigh 5 carats to equal 1 gram. For reference, 1 gram is about the weight of a standard paperclip. That puts things into perspective: even large diamonds are very light!

For the most part, the larger the carat weight, the more expensive the diamond. Prices increase exponentially at certain sizes; a 2CT stone will cost significantly more than a 1CT stone, and a 1CT stone will cost significantly more than a .75CT stone. Also note that one diamond's carat weight may only be a fraction of the piece's carat total weight (which may be abbreviated as CTW, CTTW, or TCW). The carat total weight measures the weight of all diamonds in a piece. For instance, a ring with a 1CT center stone and two .5CT side stones would measure in at 2CTTW.

Love isn't measured in carats, but it's natural and common to want to give your partner the largest diamond you can afford. We'll work with you to find the best diamond for your budget. There are also a number of relatively inexpensive ways to make your diamond look bigger than it actually is. Here are some common ways to increase the perceived size of your diamond:

Adding smaller diamond accents to the ring setting ♦ Choosing an elongated diamond shape ♦ Choosing a well cut diamond



We are happy to discuss all of these options with you, and more!

Lab-Grown Diamonds FAQ



How Are Lab Diamonds Grown?

To understand how lab diamonds are grown, let's first take a quick look at how natural diamonds form. Natural diamonds begin as carbon atoms. Under intense pressure and heat, over millions of years, these carbon atoms crystallize into diamonds. Once they have grown, natural diamonds then need to be mined from deep within the earth.

Scientists found a way to replicate this process in a lab. They place a carbon "seed" in a high-pressure, high-temperature chamber. In the chamber, it only takes a few weeks to a few months for a diamond to grow.

Another option for growing lab diamonds is a process called CVD: Chemical Vapor Deposition. A diamond "seed" is placed in a chamber, and the chamber is filled with carbon-rich gas. The carbon molecules then attach to the diamond seed, and a full, lab-grown diamond forms over the following weeks.

Are Lab-Grown Diamonds Real?

Yes, lab-grown diamonds are real. They aren't diamond substitutes like cubic zirconia. They are physically and chemically identical to natural diamonds. They are just as durable, enduring, and sparkly as diamonds grown within the earth.

Lab-Grown Diamonds FAQ

Are Natural Diamonds Or Lab-Grown Diamonds Better?

Neither is “better” than the other, they are just different. The key differences between natural and lab-grown diamonds are their growing method, value, cost, and symbolism.

Natural diamonds are higher in both cost and value than lab-grown diamonds. The higher cost of natural diamonds makes sense, given that it takes a lot longer for them to grow and a lot more manpower to extract them from the earth. Many people are drawn to lab-grown diamonds because of the cost. If you want a larger diamond on a lower budget, lab diamonds may be your best bet.

Natural diamonds are also a finite resource. They won't regenerate indefinitely. But scientists can keep creating lab-grown diamonds forever. This means that natural diamonds hold their value better than lab-grown diamonds. That is to say, if you bought a natural diamond today and kept it in good condition, you could sell it back to a jeweler in ten or twenty years for a good price—perhaps even more than it originally cost. A lab-grown diamond, on the other hand, is sort of like a car. It will begin to lose its monetary value as soon as you take it out of the jewelry store.

Finally, some people find natural diamonds to be especially symbolic and meaningful precisely because they are so rare. A natural diamond is almost certainly the oldest thing any of us will ever hold in our hands. It takes an incredible journey from beneath the earth to you or your partner's ring finger. There's something extra romantic about that! Of course, you can absolutely find a lab diamond romantic. You and your partner are the ones who give meaning to your diamond, whether it is lab-grown or natural.

What If I Want A Natural Diamond, But Can't Afford It?

If you want a natural diamond, but are concerned about the cost, please come talk with us about your options! There is no shame in sticking to a comfortable budget. We want to match you with the diamond of your dreams, and we will work within your budget to make that happen.



Alternative Gemstones

These days, not everyone wants a diamond as their center stone. Though diamonds are still the most popular choice, many people now opt for colorful gemstones instead. But before you decide on an alternative gemstone, it's important to do a bit of research. *Not all gemstones are well suited for engagement rings.*

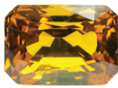
The number one factor to consider when deciding on your engagement ring stone is durability. You will hopefully wear your engagement ring every day for the rest of your life. Even if you take excellent care of it, you can't always avoid everyday wear and tear. The stone you choose has to be able to withstand all of that for decades to come.

The Mohs scale ranks a mineral's hardness on a scale of 1 to 10. The lower a gemstone ranks, the easier it is to scratch. Diamonds, the hardest natural substance on earth, rank at a 10. For instance, opal—ranking between 5 and 6.5 on the scale—may be susceptible to scratches from materials as common as knives or glass. Softer gemstones can also be scratched by harder gemstones.

As professional jewelers, we recommend choosing a gemstone that ranks at least an 8 on the Mohs scale. These include emeralds, rubies, and sapphires. We **DON'T** recommend the following gemstones:



Amethyst



Citrine



Garnet



Moonstone



Opal



Turquoise



Tanzanite



Quartz



Pearl

We know it can be disappointing to hear that your favorite gem is not safe to use in an engagement ring, but it's better to invest in a ring that can last you a lifetime. Instead of using these softer gems as your center stone, consider buying a pair of earrings or a pendant featuring those stones to wear on your wedding day.

It's also nice to think about the symbolism behind a gemstone before choosing it for your ring. You can absolutely choose a stone for its beautiful color alone, but some people select gemstones based on their traditional meaning and fascinating lore. Here is a bit more information on some of the most popular engagement ring gemstones.



Alternative Gemstones

AQUAMARINE



Aquamarines are members of the beryl mineral family, along with emeralds and morganites. Named for the color of the sea which they so closely resemble, aquamarines were once carried by sailors for good luck. Today, they are symbolically associated with inner peace. They are the birthstone for March.

COLORED DIAMONDS



Want the strength of a diamond, but in color? Diamonds naturally occur in a number of unique colors, including brown (sometimes called chocolate diamonds), yellow, and a fascinating mix of speckled black and white known as a salt-and-pepper diamond.

EMERALD



Emeralds are associated with growth, fertility, vitality and renewal thanks to their vibrant green color. Emeralds have long been symbolic of the natural world and the beauty of our environment. They rank between 7.5 and 8 on the Mohs scale, so they need a bit of extra care, but it is possible to wear them safely in an engagement ring. Emeralds are also the birthstone for May.

MORGANITE



These romantic gems, another member of the beryl mineral family, range in color from light peach to rosy pink. Many people choose to set them in rose gold to give the ring an all-around warm glow. Morganites are associated with innocence, sweetness, and tenderness.

RUBY



Ruby's many shades of pink and red earned it an association with passion, romance, and the heart. They are members of the corundum mineral family, making them among the strongest gems on earth. Rubies rank at a 9 on the Mohs scale. They are the birthstone for July.

SAPPHIRE



Sapphires come in a wide variety of colors, though blue is the most popular. Kings and queens believed that sapphires had the power to grant wisdom, so they are included in many countries' crown jewels. To this day, sapphires symbolize intelligence and foresight. They are members of the corundum mineral family, like rubies, making them very strong. They rank at a 9 on the Mohs scale and are the September birthstone.

TOPAZ



Topaz comes in many colors, but orange and blue are two of the most popular. Topaz can be heat treated to make it especially vibrant. In the Middle Ages, topaz was thought to ward off evil and keep travelers safe on their journeys. Today, it is associated with wealth and protection. It ranks at an 8 on the Mohs scale.

These are not all the gemstones available for use in your engagement ring, but they are a good place to start. If you have further questions about any of these gems, or want to discuss your alternative engagement ring options, please visit us in-store. We would be happy to help!



Anatomy of a Ring

Engagement rings have their own terminology, with unique names for each feature of the ring. Hearing jewelers use this technical terminology can feel like trying to understand a foreign language. Here are some of the main terms that describe the “anatomy” of an engagement ring, so that you can feel well prepared and well informed before you start shopping!

CENTER STONE

This is the diamond (or gemstone) located in the center of the ring band. It is typically larger than any other stones in the band. It's the main event!

HEAD

Also called a basket, this is the part of the mounting, including the prongs, that holds the main stone (or stones, in a two- or three-stone ring) in place.

PRONGS

The tiny metal points that grip the stones to secure them. Rings commonly use either 4 or 6 prongs per stone.

UNDERCARRIAGE

Sometimes called the bridge, this is the area of the ring directly under the center stone (and side stones, if applicable).

SHANK

The band itself, wrapping from the head/basket all the way down and around the finger.

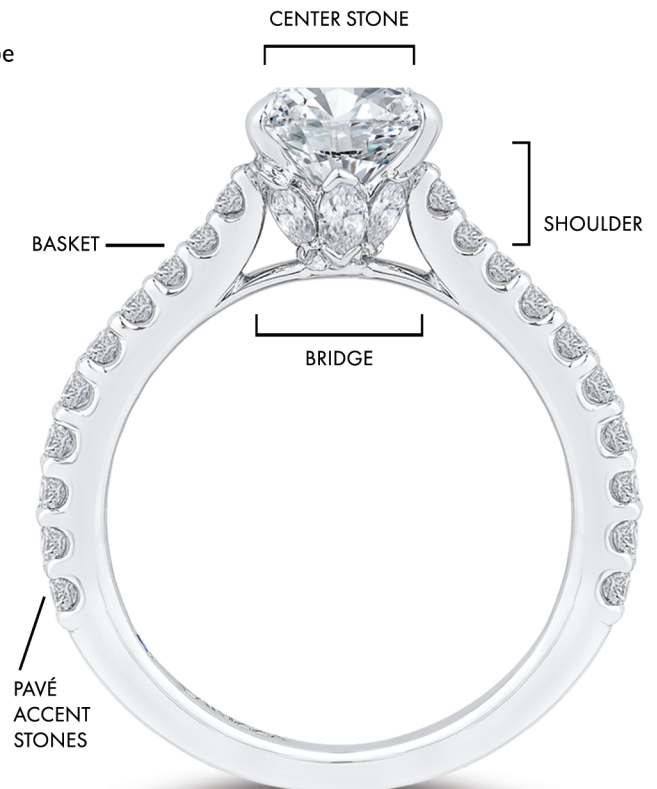
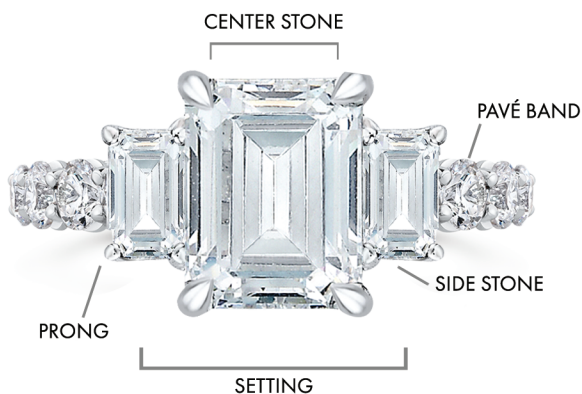
SHOULDERS

The part of the ring between the shank and the stone(s) at the center of the setting.

SIDE STONES

A stone on either side of the center stone. Smaller stones may be called accent stones, or they may be part of a specific setting or band style, such as a halo setting or pavé band.

The entirety of the band, minus the stones, is called the *setting* or *semi-mount*.



Ring Styles

When it comes to ring styles, you can find pretty much anything you can dream of! There are lots of fantastic engagement ring designers working today, creating huge collections of unique rings. A few band styles stand out as the most popular, and we'll go over them here. But if you don't find what you're looking for in these next few pages, come visit our store. We can walk you through a larger selection, or work with you to custom design a ring!

SOLITAIRE



Considered the classic choice for an engagement ring, solitaire settings feature one center stone with minimal to no accents. This sleek, graceful setting allows the center stone to shine and sparkle to its fullest potential. It's great for those who love timeless designs, as well as for those who want to show off a larger center stone!

TWO STONE



Two stone rings feature—you guessed it—two center stones rather than one. Some people feel that this band style symbolizes the joining of two lives in marriage. As such, people may customize it with two different diamond shapes or even two different gemstones to represent each partner's unique personality. These are sometimes called *toi et moi* rings—French for “you and me.”

THREE STONE



Three stone rings feature two stones that flank the center stone. The side stones are usually—but not always—a different size and/or shape than the center stone. They can also be different colored gemstones. Some people attribute a special symbolism to this design, with the three stones symbolizing the beautiful past, present, and future of the relationship.



HALO

Halo settings are a favorite among modern brides! They feature a ring of small diamonds (or other gems) encircling the center stone. This can add additional sparkle and/or color to the ring. If you choose to surround a center diamond with smaller diamonds, it can also make your center stone appear larger.

HIDDEN HALO

Hidden halos do the same thing as traditional halos by adding extra sparkle to a ring and making the center stone appear larger. But while traditional halos encircle the face of the diamond, hidden halos encircle the bottom of the stone. They are less obvious, and many brides love their subtle elegance.



PAVÉ BAND

Pavé comes from the French word for “paved,” because these small, closely-set diamonds studded along the band make it appear as though the ring has been paved with diamonds. It's a great way to add sparkle to the band itself, rather than around the diamond.



TWIST BAND

Twist bands are another setting with some romantic symbolism. The intertwining of two thinner metal bands into one cohesive and beautiful engagement ring represents the couple joining together in this lifelong commitment. You can also further customize a twist band with diamond accents, if you wish.

Sizing your Ring

By this point, you may have an idea of what you want your ring to look like. But how do you make sure you're buying the right ring size? Many people don't know their ring size until it's time to buy engagement rings and wedding bands, and that's okay! It's very easy for a professional jeweler to measure your finger and determine the best ring size for you.

To get the most accurate fit, we highly recommend visiting us in-store. The internet is filled with suggestions for measuring your ring size at home; unfortunately, many of these are unreliable. But we know that complicates things if you want to keep your proposal a secret. Here are a few options to figure out her ring size without ruining the surprise:

- ◆ Ask one of her family members or friends. They may know off the top of their heads, or they may be able to get the information from her without giving the game away.
- ◆ Bring in a ring she already wears.
- ◆ Take a little detour to a jewelry store on your next date night "just to look around." You can even tell her you're planning to get her a non-engagement ring for an upcoming birthday or holiday, and that you need to get her finger sized for that.

If all else fails, we can always resize a ring for you. If we give you a ring without knowing her measurements, we will likely err on the side of a larger ring so that she can at least get it over her finger until you can bring it in for a proper fitting.



Budgets

There are no hard-and-fast rules for how much you should spend on an engagement ring—not even the “three months’ salary” rule. If that’s how much you would like to spend, that’s perfectly fine! But there’s also nothing wrong with spending less or more.

Our advice for setting your engagement ring budget? ***Only do what makes sense for you and your partner.*** Consider your own finances, as well as your goals as a couple. If you have big plans to buy a house, travel the world, or put on an extravagant wedding in your near future, you may want to pare back a bit on the ring budget. On the other hand, if your partner has always wanted a big, sparkling diamond, it’s worth saving up a little extra for the ring. ***We also recommend coming up with an approximate range for how much you are willing to spend. This gives you (and us) a bit more flexibility in selecting your ring.***

We are here for you every step of the way. If you aren’t sure what your budget will get you, or even how to start budgeting in the first place, come visit us in the store. Helping couples find their engagement rings and wedding bands is a passion of ours, and we love to answer your questions and put your mind at ease! While we aren’t financial advisors, we can show you a range of rings that might be available to you at the prices you’re comfortable with. We can also talk about ***financing and payment plan options***, if you qualify.

Our Top 5 Engagement Ring Shopping Tips

Set a budget

Forget any “rules” you heard growing up about how much you should spend on a ring. Your budget should align with your personal finances and your goals as a couple. Set a reasonable range for how much you are willing to spend to help us determine a variety of options for you. And remember, we will never pressure you to spend more than you are comfortable with.

Ask questions

We know you aren’t walking through our doors as a jewelry expert, and we expect you to have plenty of questions. Answering those questions is what we’re here for, and it’s what we love to do! There is no such thing as a “silly” or “small” question when it comes to your engagement ring. This is one of the most important purchases you will ever make, and we take that seriously. We’re happy to sit with you and give you all the information you need to make a confident decision.

Make an appointment

We do our very best to give as much one-on-one attention as possible to everyone who walks through our doors. However, the store gets busy at times—sometimes out of the blue! To guarantee that you get as much attention as you deserve for this important purchase, we highly recommend making an appointment for an engagement ring consultation.

Shopping together is okay!

More and more couples are choosing to shop for engagement rings together. It may not be traditional, but it’s perfectly acceptable—and it makes sense! It’s a great way to guarantee that you get her a ring she’ll love, and in the perfect size. Plus, shopping together can be fun and romantic. And if you’ve already discussed engagement, it probably won’t ruin any surprises. Whether you choose to shop solo or visit the store together, it’s our goal to find her dream ring, and we’ll do everything we can to make that happen!

Know your timeline

You don’t need an exact date in mind, but have an idea of when you want to propose. It’s wise to plan ahead, and to be prepared in case things go wrong. You might fall in love with a ready-made engagement ring in one of our catalogs, only to find it’s out of stock in store and you’ll have to wait a bit for us to order it for you. Or, you may decide after looking through our cases that you want to customize a ring, and you’ll have to wait for our jewelers to bring it to life. If you’ve planned ahead, then neither of these scenarios is a big deal. Proposing is overwhelming enough as it is—don’t add any stress by rushing through your engagement ring buying process.



Warranty & Repairs

An engagement ring is a lifetime purchase, and we want to be your lifetime jeweler—there for you every step of the way. Whether you need the ring resized or repaired, or you want to upgrade with a larger diamond as a future anniversary gift, it would be our pleasure to help!

Engagement rings inevitably deal with a lot of wear and tear. After all, they are worn every day, hopefully for a lifetime. We invite you to bring your engagement ring in for a **free inspection and professional cleaning every 6-12 months** (or as needed). This lets us stay on top of any minor issues before they become major problems. It also keeps your ring sparkling just as beautifully as it did the day you bought it.

You can count on us for routine repair work, including rhodium replating, basic shank repairs, prong re-tipping, and ring resizing. Our jewelers perform these repairs efficiently and at affordable prices.



If you ever have a question about your engagement ring, whether it's regarding repairs or something else entirely, please reach out. We're just a phone call or store visit away.