

JEWELRY SELECTION

Diamonds Are Forever

The first thing your friends are going to say when you tell them you got engaged is, “let me see your ring!” The ring is the ultimate symbol of true love and lifetime commitment. You want it to be special, you will wear it every day for the rest of your life! Look online for designs of rings that you like, and forward them to your significant other for ideas. Better yet, make a dinner date and go ring shopping together at your TRUSTED local jewelry stores. While browsing, talk about what kind of rings you like. Do you want your rings to match? Would you like diamonds or gems? What kind of metal do you prefer? Consult with a sales professional for advice and ideas.

THE FOUR C'S

The diamond is a symbol for everlasting love because of its beauty, hardness, rarity, and enduring value. The diamond industry uses the Four C's to determine quality. **CUT** The cut is the shape and proportion of the diamond. The cut is the only human contribution to the value of the diamond. The most common shapes are round, pear, oval, marquise, emerald, baguette, and heart. The best cut diamond will reflect the maximum amount of light. **COLOR** A completely colorless diamond is very rare and is the most valuable. Similarly precious, is an intensely colored diamond with definite color, such as pink, red, green, blue, yellow, and brown. **CLARITY** The purity of a diamond is rated in terms of clarity. Natural elements called inclusions are grown in the stone while being formed. The fewer inclusions, the higher the clarity will be, and the rarer and more expensive the diamond becomes. **CARAT** The weight of a diamond is expressed in carats. The weight of a diamond is the most significant factor to its rarity.

Ring Selection

There are so many dazzling ring choices. Do your research to find your perfect ring that you love, and will fit your lifestyle.

METALS Couples choose many different metals for their rings. Gold, platinum and silver are “precious” metals. With gold and platinum being an increasingly more expensive material, the alternatives are becoming popular. Contemporary and non-precious metals such as tungsten steel, cobalt, titanium, ceramic, and stainless steel are less expensive and very durable for an active lifestyle. Titanium and tungsten are a popular choice and virtually wear-resistant, but it is a process to set precious stones into these metals. Platinum is a rare white metal used in its pure form, but is also expensive. Palladium is in the same family as platinum without the high price tag. Rhodium is added to white gold to make it look white.

LIFESTYLE When ring shopping, think about your everyday life and what you do. What ring will best work with your lifestyle? If you do a lot of physical labor, you will want a strong ring. If you work at a hospital or clinic where you wear gloves, you may consider buying a separate band so your diamond doesn't get caught. Find a ring that fits your style, budget and life, from now until forever...but nothing is written in “stone,” you can always reset your diamonds in a new ring later in life.

CUSTOM JEWELRY If you are looking for a one of a kind ring, have the jewelry store custom design a ring just for you. Be sure to select skilled designers. Whether you want a simple design or an intricate and detailed piece, experienced professionals will make the perfect ring for you. This is a two pronged task. You will meet with a designer to work through the creation of your custom ring, then an artisan will make the handcrafted masterpiece. You can add special finishes and engraving to finalize your perfect creation!

CLEANING AND CHECKUP Clean your jewelry with the cleaning solution from your jewelry store. Use a soft bristled tooth brush. Visit your jeweler every 3-6 months for a ring checkup and cleaning.