



ENGAGEMENT RING  
BUYERS' GUIDE

*Simon G.*

# CONGRATULATIONS!

This is an exciting time in your life, and we are here to help make sure you have all the information you need to find the engagement ring you'll love for a lifetime.



LEFT TWO PIECE WEDDING SET  
TR473  
18KW SET .32D

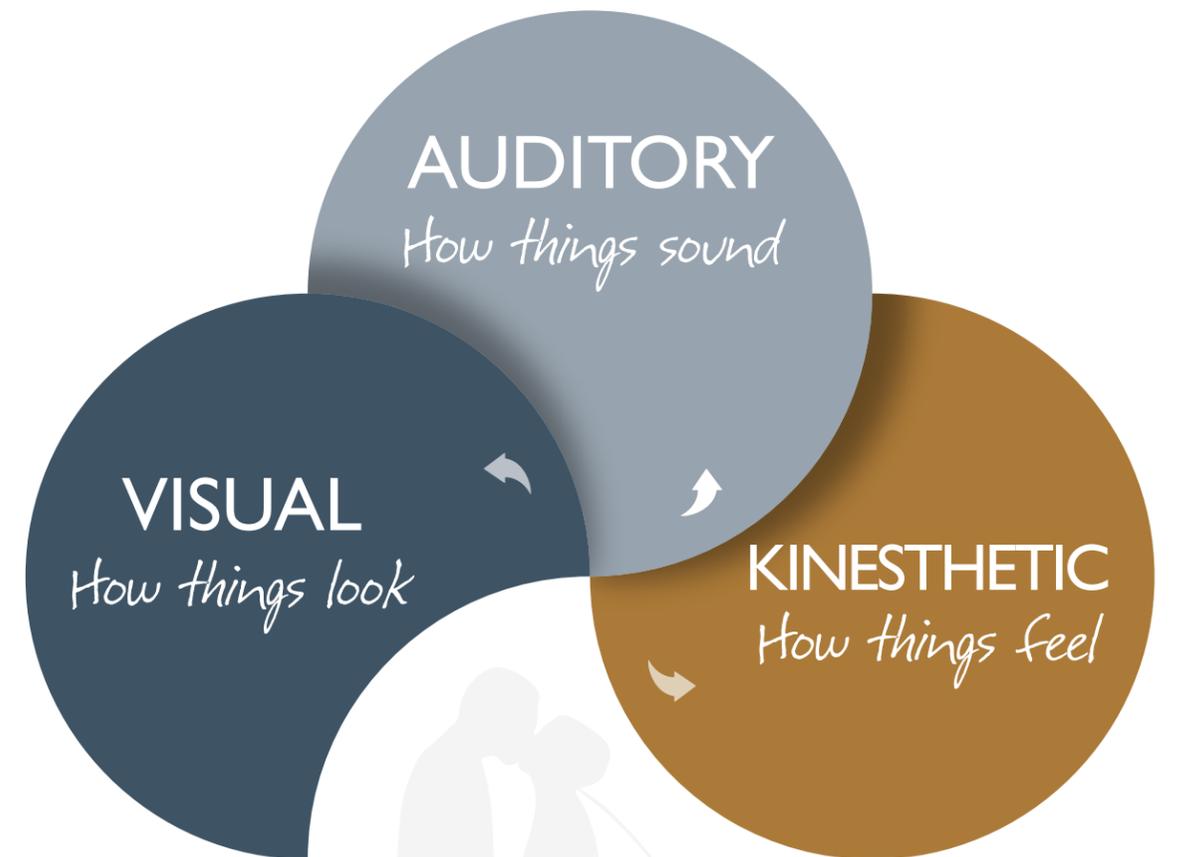
MIDDLE RING  
TR526  
18KW RING .16D

RIGHT RING  
TR549  
18KW RING .27D

# KNOW YOUR PARTNER

Before looking at rings, it's important to know how your partner communicates. People communicate in many ways, but all of us have a distinct method of doing so. We will help you determine how your partner communicates.

## MY PARTNER IS



# GENTLEMEN



## IS SHE VISUAL

People who communicate visually have a preference for observed things: pictures, diagrams, demonstrations, displays, brochures, films, etc.

These people read directions. They learn from watching others.

They tend to think and speak quickly.

They intuitively understand how a room should be organized. How an outfit should be put together.

They often use phrases like "Show me" and "Let's have a look at that."

## IF SHE SEES

Use pictures, window displays, movies, art, & more to help get a sense for her stylistic preferences. Is she traditional, fashion forward, bohemian, etc.?

## IS SHE AUDITORY

People who communicate through listening have a preference for conversation, for reading, for research.

These people often favor data over emotion.

They perform best after listening to instructions from an expert or researching on their own and validating feelings with data.

They can remember all the words to songs that they hear! They use phrases like "Tell me," "Let's talk it over," "Let me think about that," & "I need more information."

## IF SHE LISTENS

Discuss research to determine her preference. Consider talking about what you've learned about the jewelry making process & what you know about the 4 Cs.

## IS SHE KINESTHETIC

People who communicate through feelings have a preference for action; for touching, holding, doing; for getting hands-on & experiencing things firsthand.

These people often favor emotion, trusting their intuition before looking to data.

They succeed best when they're allowed to learn as they go & when they can take something apart and put it back together again.

They use phrases like "Let me try" & "How do you feel?"

## IF SHE FEELS

Visit stores together. Determine her preferences by asking how she feels. Visit stores together. Create an experience.



# LADIES

## DOES HE SEE

Show him a picture.

No discussion needed. You are guiding to him to your choices. Stick to pictures - let him ask questions.

- Leave your computer open with a picture of the ring.
- Cut out a picture from a magazine and leave it in an obvious place.
- Be specific with a picture of your favorite setting; cut it out and leave it where he'll see it.
- Give the picture to a friend of yours and let her share it with your partner.

## DOES HE LISTEN

Show him research.

Organize and share any information you may have gathered. He will appreciate that you know how he thinks.

- Show him this guide and make a note of any ring that captures your eye.
- If you'd rather not be this open, consider leaving your research in a place where he'll see it.
- Print out in-depth information about the four Cs.

### TIP: IF YOU WOULD LIKE A CUSTOM PIECE

- Make it clear before he proposes that you would like a custom-made ring.
- Let him know how he can help in the project.
- Find pictures online and look at the setting, the stone, and the cut.
- Find ways to incorporate his suggestions into the design.
- Talk with us about designing a ring just for you.

- Let him buy the ring on his own and take the pressure off of him.

## DOES HE FEEL

Shop together.

Rather than just showing him pictures, create an experience for both of you. Tell him how certain styles make you feel. Remember that he wants to be the hero. Guide him through that feeling and let him ultimately purchase the ring.

- Look through websites together and talk about how you feel about different cuts and stones.

# RING ANATOMY

Let's start taking a closer look at the details before we are just blinded by the bling!



# KNOW YOUR STONES

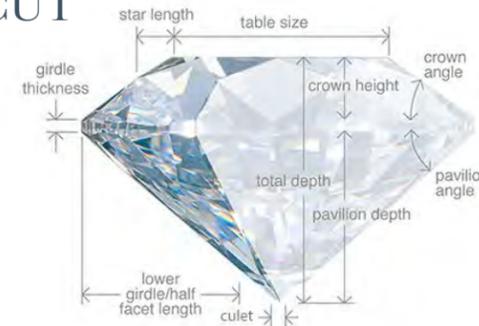
## THERE ARE FOUR C'S IN BUYING A DIAMOND

To understand how the 4 Cs work together to determine a diamond's rarity and value, consider this diagram, like a classic balance. For a given price (the fulcrum), you balance the carat weight on the left side and color, clarity, and cut on the right side. To select a larger size for a given price, to stay in balance, you would choose a less rare quality diamond. To select a rarer quality diamond, to stay in balance, you would choose a smaller size.



TOP RING  
ENGAGEMENT RING: MR1498  
BAND: MR1498-B

## CUT



Cut gives the diamond its brilliance. Of the 4 Cs, it's the only one dependent on a human touch. Using precise mathematical formulas, the cutter transforms a diamond in the rough into a sparkling jewel that reflects and refracts light. Popular diamond shapes include:



## COLOR



The most desirable diamonds are colorless because the absence of color enhances the diamond's ability to reflect a rainbow of color. Diamonds are graded on a scale of D (almost clear white) to N-Z.

## BLEMISH

A blemish can occur on the surface of a diamond. A blemish will affect the clarity of a diamond.

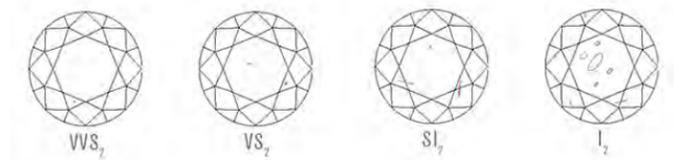
## CARBON SPOTS

Carbon is a naturally occurring "black spot" found inside a diamond. Ask for a 10 times magnification loupe. Look at the diamond and discover if you can see one or more carbon spots. They will appear as black spots or specks.

## FEATHER

A feather is basically a fracture. A feather (fracture) can run from one end of the diamond to the other, or it may be at the surface of the diamond but not continue downward through the diamond. Again, use a 10 times loupe, and it will look like the feather of a bird (but in crystal form).

## CLARITY



Diamonds can contain slight imperfections. Often invisible to the naked eye, these natural birthmarks fall into two categories: inclusions (internal) and blemishes (external). Fewer inclusions increase the value of the stone.

Clarity is graded in broader grades (examples: VVS, VS, SI, and I) or even in ranges of these clarities (examples: VVS-VS, VS-SI). Exact clarity (examples: IF, VVS1, VS) will only be given if the stone has a diamond certificate.

## CARAT



Carat weight refers to the size of the diamond. Based on a standard unit of measure, one carat is divided into 100 points. The term originated from carob seeds that were used to balance scales in ancient times.

LEFT RING  
MR2643  
18KWR RING .35D .10PD

MIDDLE RING  
MR2528  
18KWR SET .30D .06PD

RIGHT TWO PIECE WEDDING SET  
MR2551  
18KWR SET .30D .06PD



IT BEGINS  
*with a dream*

Choose the perfect band for your engagement ring.

# KNOW YOUR METALS

## PLATINUM

Platinum is a rare, naturally white metal known for its strength and purity. Platinum's density makes it extremely durable, keeping your gemstone protected and secure. It won't irritate sensitive skin. When platinum scratches, there is little metal lost. A platinum ring will withstand years of wear. Since it's a pure-white metal, it won't cast any tint onto your center stone. Platinum is usually 95% pure.

## PALLADIUM

A lustrous, silver-white metal, this natural ore is also used as an alloy in white gold. Palladium won't tarnish and is flexible and hypoallergenic. Its lower density makes it less costly. It also has a darker, grayer tone than platinum.

## TITANIUM

This sturdy metal has a cool, gray finish or can be a polished black. The rugged style of this metal makes it ideal for men's bands. Corrosion-resistant and hypoallergenic, titanium is as strong as steel but as light as aluminum. This is perfect for men who don't normally wear any jewelry.

## GOLD

This naturally yellow metal gets combined with different metal alloys for added strength; it is usually 70 to 75 percent pure. The various added alloys mean you can personalize your hue. Rose gold is gold with a copper alloy. The more copper alloy in the metal, the deeper the rosy tones will be. Yellow gold is turned into white gold when the surface is plated with rhodium, however, the coating may eventually wear away and return to its original color. Rose gold is attractive because of its meaning. Rose gold represents love, white gold represents friendship, and yellow gold means fidelity.



LEFT RING  
NR109

RIGHT RING  
MR2181

Find out more by visiting [simongjewelry.com](http://simongjewelry.com)

There is a tradition that a man spends two months' salary on an engagement ring. While this is not a hard and fast rule, it might help to frame your budget. And a budget will help narrow your search for the perfect ring.

While you are looking at rings, let your jeweler know what your budget is. This will ensure that you are shown real possibilities for perfection.

It is important to remember that, while an engagement ring is something you will love for a lifetime, the amount of money you spend is not a reflection of the depth or intensity of the love you feel for your partner. And, no matter your budget, there are many ways to achieve elegance and sophistication without overspending.

## ADDITIONAL SUGGESTIONS

Ask for a certificate of authenticity and a warranty to accompany the ring. Certificates are very useful to collect with a diamond to find out exactly where the diamond originated. These certificates are usually only available with the purchase of diamonds larger than just under one carat. For smaller diamonds, a certificate would add a considerable amount to the cost of the stone, because you may end up paying several hundreds to obtain one.

Insure it! An engagement ring is likely to be the most expensive piece of jewelry you own. To prevent having to give it up for appraisal and insurance after it's been given, get it done before you get engaged.

**FACT: AVERAGE COST OF ENGAGEMENT RING**

**\$5,200**

STARTING AT  
\$2,860  
TR418  
♥

STARTING AT  
\$6,160  
MR1503  
♥♥

STARTING AT  
\$6,930  
MR2141  
♥♥♥



FIND MORE DESIGNS AND ENGAGEMENT RINGS AT  
[simongjewelry.com](http://simongjewelry.com)

## KNOW YOUR BUDGET

A frame of reference can help focus your search.



LEFT RING  
TR431

RIGHT RING  
MR2132

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Learn about custom designing an Engagement Ring

*Simon G.*