



THE DIAMOND STORE

LONDON



# Forever Love

The definitive guide to buying  
the perfect engagement ring



## Buying an engagement ring seems like a simple enough thing to do

However, if you have just started or are already midway through the process, you will know that the reality is very different. After all, not only is this likely to be the most expensive jewellery purchase you ever make **BUT the ring stands as an eternal symbol of everything you share with this person.**

It doesn't have to be quite so traumatic. If you just follow a few simple guidelines. Let the professional words of wisdom from **The Diamond Store's expert jeweller - Jeremy Kaye - help demystify the situation and allay some of those unnecessary fears.**



“There is no better way to symbolise your everlasting  
love with an Infinity Engagement ring”



## Trust your instincts



The first thing to remember is to not let it detract from the magic of the occasion. The moment is about the both of you and you're together for a reason, let your own instincts still be the primary influence.

Being nervous is OK. Most men are. For those that are particularly worried, I'd recommend this tactic as you get to enjoy two memorable experiences out of it - the proposal and choosing the ring together.



## Know your budget

Nowadays a rough guide to the amount you should spend on a ring equates to around a month to two months salary. **Never forget that you will only be buying this once**, so buy the best that you can afford.

You may think that as a jeweller I'm biased, but the truth is you don't want to under spend and regret it later. To find **the best value** for your money, the Internet is your best bet as prices can be as much as 60 percent below high street retailers.

If you have seen something you like on the high street for £2000 though and then find its equivalent on line for £1000, don't settle for that one. Buy to the top of your budget and get a ring twice as good.



“It certainly helps to do some research before picking a designer”



## Style Matters

From the size of the diamond to the colour of the metal, there are many factors to consider when choosing the ring style.

It may be an idea to consult her good friends and family, they will know her taste. Remember to coordinate the ring to the person, as a huge stone won't look good on a very dainty hand, and keep their character in mind - are they flamboyant and gregarious or understated and demure?

As an idea the most popular shapes we sell at **The Diamond Store** are **the classic rounds and High Set Chloe rings, all are timeless examples of engagement ring design.** We are experienced jewellers, the majority of our products are bestsellers because we know what people want.

When it comes to the metal choice, there's a massive trend for platinum jewellery at the moment but white gold is a brilliant alternative. **Although white gold is not as durable as platinum, choosing the latter can have a huge impact on the price but minimal impact on quality.**





## The four C's

**What are they and how important are they?**

**Colour, clarity, cut** and **carat**, are the terms are used to categorise and grade the diamond.

Consumers now have so much information on these factors that it has become unhelpful for the most part. It is not necessary to have such indepth knowledge unless you are intending to buy jewellery worth several thousands of pounds.

What is most important is finding a **balance between quality and size**. Ultimately you have to decide what has priority and realise that if you want a bigger diamond, **you may well have to sacrifice a little on quality and vice versa**, depending on your budget.

The Diamond Store **recommends the diamond quality H/Si**. This means the diamond is white with no easily noticeable colour tint and only small inclusions, which are not visible to the naked eye on anything under 0.50 carat. **It is a level of quality that allows people to strike that very fine balance.**

### Stone Cuts



**Emerald**



**Pear**



**Round**



**Princess**



**Marquise**



## The ring size



This can be tricky because it is difficult to do without giving the game away. It is a question of **asking friends and family if they know or getting one of her rings measured if she already wears one on the third finger.**

The only way to definitely know is to **go into a jeweller with her or take advantage of free ringsizers that we send out on request.** You could always take a leap of faith and guess and then have the ring re-sized after the event, but this is easier if the estimate is close to the actual size.



## The Future of Diamonds

Alongside our traditional mined diamonds we now offer a collection of certified lab created diamond engagement rings. We believe these are the future of diamonds.

A fusion of art and technology, lab created diamonds are real diamonds, grown from a mined diamond “seed” under laboratory conditions. While this process is exacting and expensive, when compared to the rarity and cost of extraction of natural diamonds, **lab created diamonds can offer you a considerably larger diamond for your spend.**

Just as with our natural diamonds, our gemmologist rigorously selects each lab created diamond by hand to ensure the highest quality, and each solitaire ring at 0.25 carats or above comes with an independent diamond certificate.

Whatever type of diamond you decide to buy, **we promise you luxury with confidence.** The most important thing is that you choose a beautiful engagement ring that speaks to you personally.



# The Diamond Store Guarantee



## SUPERIOR VALUE

Our exquisite, beautifully presented diamond jewels are at a fraction of the prices found on the high street whilst our service levels are unsurpassed.



## SECURE

Our website is easy to navigate with an advanced level of security to protect your personal information. We'll never hold details of your credit card and we'll never sell your details on to another company.



## CONVENIENCE

All jewellery has a lifetime guarantee, is shipped free to you via insured post, includes a valuation certificate for insurance purposes (at full RRP) and includes a free jewellery care cloth.



## NO RISK

Above all, we want you to be delighted with your purchase. So if for any reason you are not, you have 30 days to return it for your money back (unless we create a bespoke item for you).



## FAST DELIVERY

Most items in this brochure delivered within 7 days - please advise if required sooner.



## ORDER EASILY

visit [www.thediamondstore.co.uk](http://www.thediamondstore.co.uk)  
or call 0845 084 1200

We look forward to making your occasion, or treat, one to remember for years to come.

Gary A Ingram  
Founder

To view our full range visit  
[www.thediamondstore.co.uk](http://www.thediamondstore.co.uk)

For expert advice call  
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