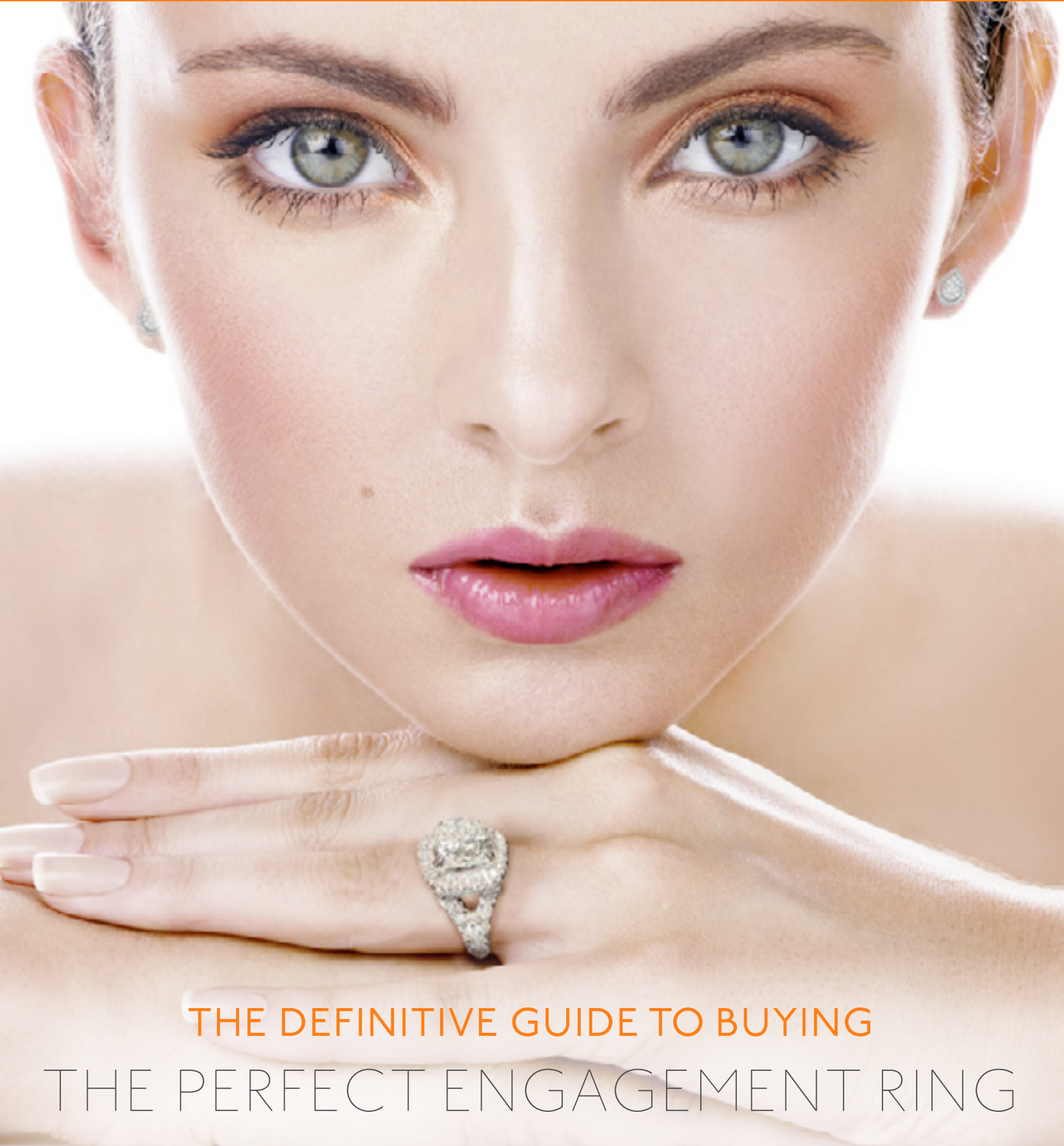




THE DIAMOND STORE

LONDON



THE DEFINITIVE GUIDE TO BUYING
THE PERFECT ENGAGEMENT RING



www.thediamondstore.co.uk



THE DEFINITIVE GUIDE TO BUYING AN ENGAGEMENT RING



BUYING AN ENGAGEMENT RING SEEMS LIKE A SIMPLE
ENOUGH THING TO DO.

I MEAN... HOW **HARD** CAN IT BE?

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. As if that wasn't pressure enough, you only get one chance to get it right... hopefully.

Suddenly you're a lot more stressed, and thanks to the Internet with its virtual deluge of information and misinformation on the subject, you can also end up more confused than when you started.

RELAX. Take A Breath. 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.



REMEMBER TO TRUST YOUR INSTINCTS



Yes, this is an important purchase and as such should be treated with the respect and careful consideration it deserves, but 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, so through all the advice and tips you've picked up, let your own instincts still be the primary influence.

Being nervous is OK. Most men are. In fact when I myself proposed to my wife I was so wracked with nerves that I lost my confidence in choosing the right style that I ended up giving her a plastic one! Thankfully she accepted, and we then went on to choose the ring together. At the time I was young but even as a jeweller, it still felt overwhelming, so I can understand how others must feel. Actually 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.

We don't get many engagement rings back. Around 50 percent of the men that we speak to are buying as a surprise and so haven't been pointed in the right direction by their other half. Even so, the ring that is chosen becomes a part of the scene and therefore has sentimentality attached to it that most women are then reluctant to part with.



AROUND 50%
OF THE MEN THAT
WE SPEAK TO
ARE BUYING AS
A SURPRISE AND
SO HAVEN'T BEEN
POINTED IN THE
RIGHT DIRECTION BY
THEIR OTHER HALF



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.



TO FIND THE BEST VALUE FOR YOUR MONEY, THE INTERNET IS YOUR BEST BET AS PRICES CAN BE AS MUCH AS 60% BELOW HIGH STREET RETAILERS



STYLE MATTERS

“

REMEMBER TO COORDINATE THE RING TO THE PERSON, AS A HUGE STONE WON'T LOOK GOOD ON A VERY DAINY HAND...

”

From the size of the diamond to the colour of the metal, there are many factors to consider when choosing the ring style. If you're intending to surprise your partner then look at what her friends and family are wearing because it will give you a rough guide of what she will be expecting and what you ideally have to better. It may be an idea to consult her good friends, they may 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, timeless examples of engagement ring design. We are experienced jewellers, so pretty much the whole range of our products are bestsellers because we know what people tend to go for.

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



THE FOUR C'S

WHAT ARE THEY AND HOW IMPORTANT ARE THEY?



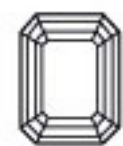
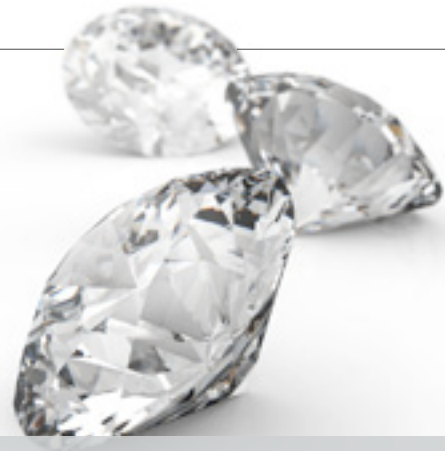
These are colour, clarity, cut and carat and are used to categorise and grade the diamond. Consumers now have so much information on these factors that it has become unhelpful for the most part. It is not necessary to have such in-depth knowledge unless you are intending to buy jewellery worth several thousands of pounds.

For most people, 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. Bear in mind though that many women, if they know there's something wrong with the diamond, no matter how flashy it may look at a distance, can become self-conscious about it as they don't want people to look too closely.

For this reason 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.



COLOUR, CLARITY,
CUT AND CARAT
AND ARE USED TO
CATEGORISE AND
GRADE THE DIAMOND...



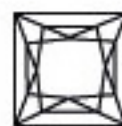
EMERALD



PEAR



ROUND



PRINCESS



MARQUISE

GUESSING THE RING SIZE.

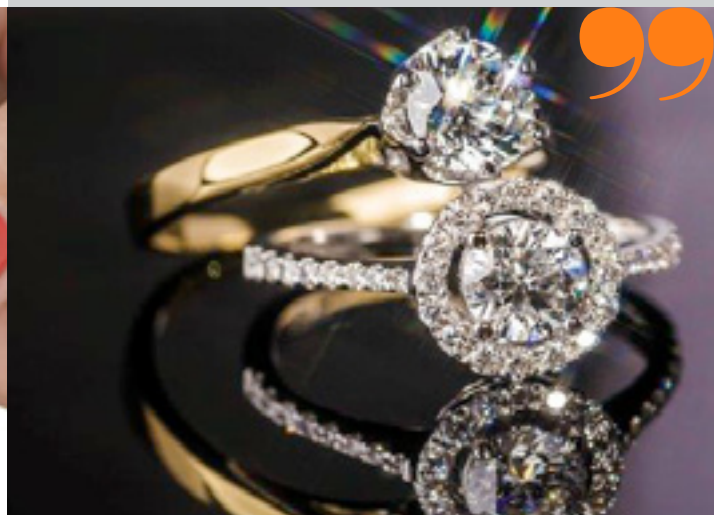


This can be tricky because it is difficult to do without giving the game away. Again it is a question of asking friends and family if they know or getting one of her rings measured if she already wears one on the third finger.

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 ONLY WAY TO DEFINITELY KNOW IS TO GO INTO A JEWELLER WITH HER OR TAKE ADVANTAGE OF FREE RINGSIZERS YOU CAN OCCASIONALLY FIND ONLINE



HOW TO CHOOSE A JEWELLER



AS THERE IS A LARGE SUM OF MONEY INVOLVED, IT IS OF PARAMOUNT IMPORTANCE TO HAVE CONFIDENCE IN THE COMPANY YOU ARE BUYING FROM. HERE ARE SOME SIMPLE RULES TO FOLLOW WHICH SHOULD HELP YOU PICK THE RIGHT JEWELLERS:

A. One of the first things you need to look for are affiliations to trade organisations such as the British Jewellers Association, which has a high codes of ethics that members must stipulate to.

B. When buying online, search for independent reviews by previous customers as these are a great seal of approval. A good website should also have a customer testimonial section where they get to showcase feedback from their customers..

C. Check for guarantees as you want to know if there are any problems you are covered, such as the 5 year guarantee that The Diamond Store provides.

D. It's important to find out what the returns policy of the company is because if she doesn't like the ring (or Heaven forbid she says no), you need to know that you can get your money back.

E. Make sure there is an independent certification of the diamond. It costs and adds to the price of the ring, but is worth it as the certificate is like a stamp of legitimacy to say that the diamond is of the quality advertised.

F. You need a detailed receipt as it may be crucial for any future insurance claim. In fact The Diamond Store go one better and actually provided an Insurance Valuation Certificate at the recommended retail price, which will be a greater value than what you actually pay for.



...IT IS OF
PARAMOUNT
IMPORTANCE
TO HAVE
CONFIDENCE IN
THE COMPANY
YOU ARE BUYING
FROM...



BUYING ON LINE VERSUS BUYING ON THE HIGH STREET



There's no doubt that buying online can take a lot of the romance out of the process as there's an element of occasion in visiting a high street store. It can be enjoyable to go into a jeweller with your girlfriend and be spoilt and pampered and made a fuss of, but the savings that can be made outweigh the opportunity to sit on a fluffy white sofa. Someone is paying for that service and ultimately it's you.

At The Diamond Store we use our professional experience as jewellers to source diamonds at the best prices and weigh up all the pros and cons to bring you a beautiful product without the confusion. Other websites that offer cheaper prices may have to import the diamonds which means you could be lumbered with duty fees on top of the

Read impartial views on:

feefo 

I was very dubious about ordering jewellery over the internet. Lucky for me the website I chose was The Diamond Store. I selected the item I wanted - ordered it and received my parcel the very next day beautifully packaged. The item was exactly as described. I will certainly be returning and would recommend this website to anyone.

quoted price and VAT. Also if there's a fault with the diamond it can be a logistical nightmare as it has to be returned to the source. Be sure to check this before continuing with your purchase.

Lastly, our diamond grades are genuine and not exaggerated. Beware of other retailers selling comparable advertised grades for unrealistically low prices, if it sounds too cheap, it is usually for a reason...

THE DIAMOND STORE

GUARANTEE

MORE 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

You will find our website easy to navigate and from 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. You can even write a free greeting card to be added to your order.

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 or call 0845 084 1200.

We look forward to making your occasion, or treat, one to remember for years to come. Assuring you of our personal attention at all times.



Gary Ingram
The Diamond Store, Founder

To view our full range visit www.thediamondstore.co.uk
For expert advice call 0845 084 1200.