

Engagement Ring Buying Guide



ANSWERS TO ALL YOUR QUESTIONS TO FIND THE PERFECT ENGAGEMENT RING



If getting engaged is on the horizon, then you probably find yourself looking at jewelry a little more closely (wink, wink!). You have also probably realized that there are so many different types and styles of rings out there, and you might be having a difficult time finding the language to communicate what styles best reflect your/your partner's personality. This guide is designed to give you clear, useful information about engagement ring styles and components so you know what you are looking for before setting foot in a jewelry store.

WHAT ARE MY CHOICES?

In addition to the diamond (or a colored gem for a nontraditional bride), a ring is differentiated by its diamond **Shape, Setting** and **Style**. Here's what you need to know to make sure you have the information to find a ring you'll treasure for a lifetime.

WHAT DO I NEED TO KNOW ABOUT *The Setting?*

The Setting holds the ring's center diamond (and any additional diamonds or gems), and gives the ring its unique design. The more durable the precious metal, the better protected your investment (the diamond!) will be.



Settings around the center diamond can be found in four basic styles:

PRONG: tiny wires suspend the stone, making it visible from all sides for maximum sparkle.

CATHEDRAL: this setting has rising slopes that protect the stone on both sides.

BEZEL: A frame of precious metal surrounding the stone keeps it very secure.

TENSION: the stone appears to hover, held in place by thousands of pounds of pressure.

WHAT DO I NEED TO KNOW ABOUT *Diamond Shapes?*

The diamond is valued by size, color quality, clarity and cut (also known as 'the 4 C's'). You can select your center diamond from nine basic shapes:



WHAT DO I NEED TO KNOW ABOUT *Styles?*

How do you make the ring design a personal creation of your very own? It's all in the details of the setting.

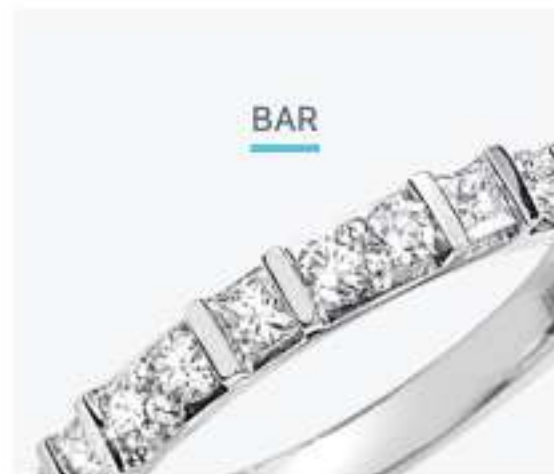
A **solitaire** setting has a single diamond. The solitaire either has a solid band with no additional diamonds or gemstones, or the band is set with pave diamonds (see setting types below) - this is an option for all setting types.

A **center diamond with accent/side stones** setting features a center diamond with side stones that are usually of a different shape and smaller in carat weight from the center.

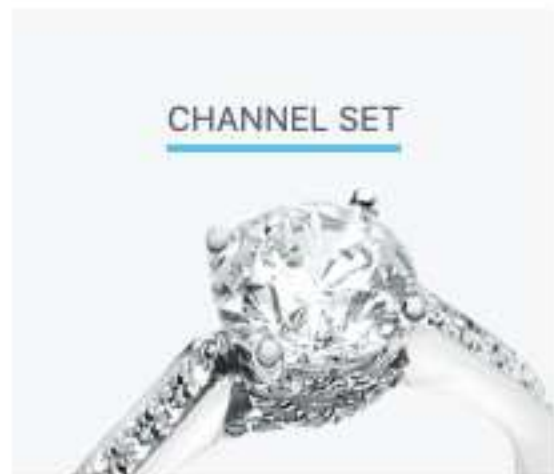
A traditional **three-stone** setting has a center diamond with two gradually smaller side diamonds. Alternatives to the traditional would be to use equally sized and shaped diamonds on either side of the center, use colored gems rather than diamonds, or vary from the shape of the center diamond.



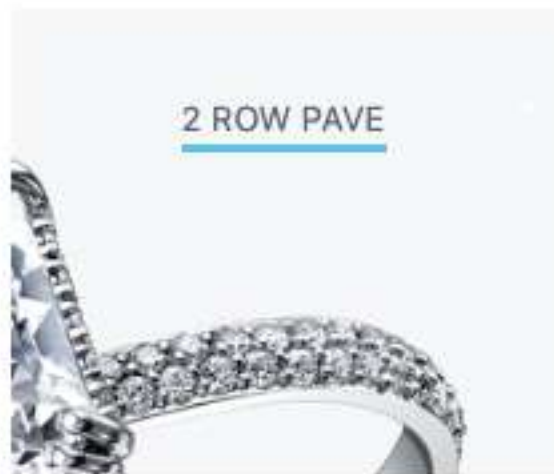
Types of **side diamond settings** include:



BAR



CHANNEL SET



2 ROW PAVE

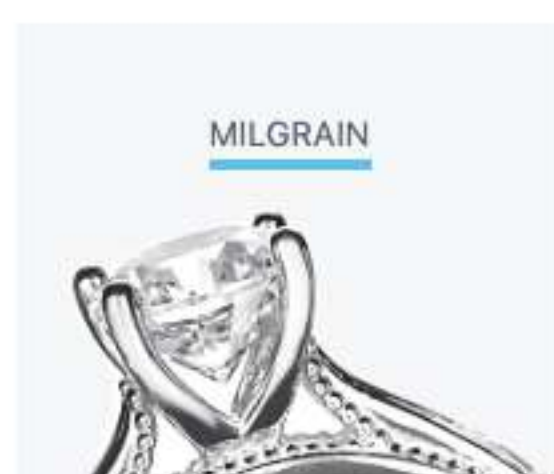


SHARED PRONG

Examples of **details for the ring** include:



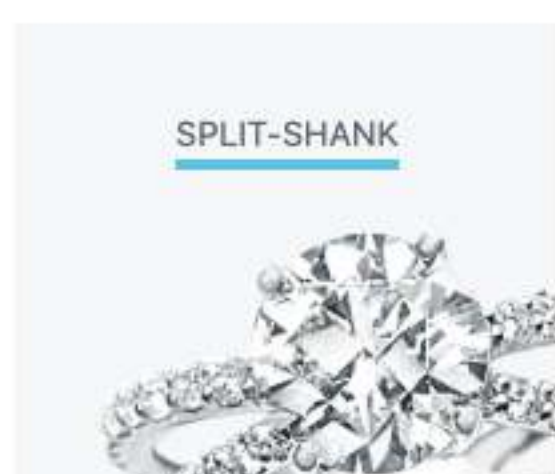
HALO



MILGRAIN



FILIGREE



SPLIT-SHANK

DID YOU KNOW?

Engagement rings and wedding bands are subject to constant wear. Your rings will be exposed to stress, chemicals, bumps, and bangs. Therefore, choosing an enduring metal that holds diamonds and gems securely is crucial. Platinum's unique qualities make it one of the most durable, precious metals for your jewelry.



Why you should always wear your **Platinum Crown?** ➔



In addition to security, the optimal setting for a diamond or fine gem is a white metal that won't reflect color into the diamond or gems. Platinum is a naturally, pure white metal that will keep its brilliant white luster. Gold is a naturally yellow metal, so white gold is created by mixing alloys with the yellow gold and then plating the metal with rhodium to appear white. However, over time, the plating will wear away and a yellow hue will appear. In order to maintain its white look, it must be re-plated during its lifetime.

What's Her Engagement Ring *Style?* ➔

THE "I do" MOMENT - WEDDING RINGS

Ring decisions don't end with the engagement. Start thinking about the wedding bands.



FOR HIM

He deserves the best too, and platinum's durability will be his (other) perfect match.



FOR HER

She should consider how her wedding band pairs with the engagement ring.



Think about your bands early and you'll save yourself some last-minute, wedding stress. Find more wedding band inspiration by visiting the [platinum jewelry gallery](#).

