

DIAMONDS



Round



Princess



Emerald



Asscher



Marquise



Oval



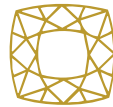
Radiant



Pear



Heart



Cushion



Shape

The shape of the diamond is one of the most important aesthetics of the ring and chances are, your future fiancé already has a preference.

A round diamond is the most popular diamond for engagement rings, they have the most sparkle, are classic and timeless and offer visual impact and understated style. A princess cut is the second most popular shape, offering a stylish, contemporary choice with excellent sparkle.

The 4 Cs

Every diamond in the world is measured on a standard of 4 Cs.

1. Cut

The cut of a diamond refers to its facets and proportions, ensuring a quality cut is key for ensuring the radiance is maximised.

2. Colour

The whiter the colour of the diamond, the greater its value and its capacity to reflect and refract light. Jewellers grade a diamond's colour on a scale from D (colourless) to Z (light yellow).

3. Clarity

Diamonds have inclusions which interfere with the passage of light which affects the sparkle. The more pure the clarity, the more brilliant the diamond appears.

4. Carat

A diamond's weight is measured in carats. As the carat weight of a diamond increases so does its rarity and therefore its price. A half carat or one carat diamond are popular choices for engagement rings.

TIPS ON BUYING AN Engagement Ring



**SHOWCASE JEWELLERS TE AWAMUTU
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**15 Alexandra St | 07 871 6797
www.jewelleryhub.co.nz**

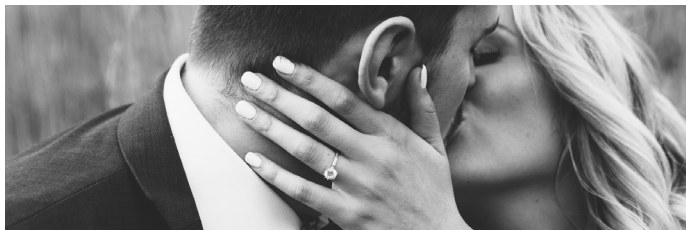


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Congratulations on finding that special someone you want to spend your life with!

Choosing an engagement ring is an art in itself – from diamonds to settings, it can be rather complicated and overwhelming. You want to be sure you're getting good, honest advice from someone that will work with you, listen and take the time to help you.

To help you as you embark on your quest for the perfect ring, we've created this handy Cheat Sheet with everything you need to know before buying an engagement ring.



What's her style?

Pay attention to the sort of rings and jewellery she wears already, this will tell you a lot about her style and what she likes. Here are some things to look for...

Does she wear mostly gold or silver?

Is her jewellery more classic and simple or glamorous and full of bling?

What diamond shape does she like best?

What work does she do?

What sort of a lifestyle does she lead?

These things will give your jeweller an idea as to what types of rings to show you and what kind of setting to choose so the ring you choose is designed to withstand daily wear.

What's your budget?

You want to make sure you get the best ring for your budget, and that comes down to choosing the best quality stone and setting so your ring will last. Before you start looking at rings, you need to have an idea of what you can get for your budget.

Our advice: Diamonds set in white or yellow gold are a great choice – diamond is the hardest natural material known, and gold is a versatile metal, and the most common choice for jewellery. Platinum is also a popular choice for those who lead an active lifestyle – its density provides a secure setting for diamonds and it's naturally hypoallergenic, so it's a great choice for those with sensitive skin.

IMPORTANT TIPS

BRING IN REINFORCEMENTS

Try chatting to your partner's sister or best friend, they are bound to have some good advice - and if you're lucky, photos!

REMEMBER:

The quality of the diamond is particularly important. Quality over quantity is the rule here. A slightly smaller diamond with superior cut, colour and clarity that has amazing life and sparkle wins every time over a larger dull inferior diamond. Less can be more when choosing a diamond.



ALLOW ENOUGH TIME

Shopping for an engagement ring isn't like grocery shopping, so you need to make sure you allow yourself enough time to research, browse, choose and finalise. If you think you're more likely to choose a ring out of the cabinet, we'd suggest allowing at least 3-4 weeks. If you're going to have a ring custom made, we'd recommend allowing yourself three months from beginning to end. Make sure you factor this in when planning your proposal, so you don't find yourself on one knee with a burger ring in your pocket when you'd rather give her the real deal.

CHECK REVIEWS

You want to make sure you're dealing with a reputable jeweller, so make sure you do some research and check the reviews from previous customers.

QUOTES, FINANCE OPTIONS AND LAYBY

At Showcase Jewellers Te Awamutu, we can provide you will full quotes – this is especially handy if you're having your ring custom made. And to help you get the perfect ring, we can help organise finance for you and we have a layby option available.

KNOW THE IMPORTANCE OF AFTER-SALES SERVICE

Included in our service is an after-sales Satisfaction Check, when we ensure your ring is fitting comfortably and show you how to care for it. You will receive a reminder from us every year for 10 years for a FREE check and clean.

Always enquire about the store's exchange policy, in case you (or she) becomes unsure about the chosen stone. Getting the perfect size can be tricky, make sure to ask about the sizing policy and costs. And remember to insure the ring for its documented value as soon as it's in your possession.

DON'T WANT A DIAMOND ENGAGEMENT RING?

If a diamond isn't what you're after, make sure you choose a gemstone strong enough to withstand everyday wear. The Mohs scale of hardness is a great reference guide for how likely a gemstone is to survive everyday wear. Rubies and sapphires are perfect alternatives, and the best thing about sapphires is that they come in so many colours. Make sure you check with your jeweller before choosing an alternative stone as the more fragile and delicate the stone, the more likely that it will chip, break, or fall out and need to be replaced.

As you're discovering, there's a lot that goes into choosing an engagement ring and it's such an important purchase. We are engagement ring specialists and can provide much more advice and tips to help you with your decision – if you have any questions, please feel free to ask one of our friendly team.

