## THE BRIDAL ISSUE THE MAGAZINE FOR THE AMERICAN JEWELRY STORE OWNER / SEPTEMBER 2020 New Engagement & Wedding Rings Mistakes That Could Be Hurting Your Bridal Sales Reinventing The Engagement Shopping Experience THE BIG STORY Cover jewelry by Kirk Kara SPECIAL FEATURE



10. A.JAFFE 18K white gold semi-mount with diamonds (0.36 TCW). Center stone not included. \$2,030, (212) 843-7464, ajaffe.com | 11. KARMA EL KHALIL. Rose gold ring with baguette diamond. \$11,800, lauren@megamegaprojects.com, karmaelkhalil.com | 12. CHRISTOPHER DESIGNS 18K white gold ring with diamonds (0.52 TCW) and L'Amour Crisscut oval center diamond (1.10 TCW). \$16,324, (800) 955-0970, christopherdesigns.com | 13. ELLIS MHAIRI CAMERON 14K yellow gold ring with orange diamond, \$5,130, (+44) 733 466 732, ellismhairicameron.com | 14. ANAHITA 18K blackened white gold with white topaz and baguette diamonds. \$2,583, (917) 816-2523, anahitajewelry.com | 15. NANCY NEWBERG 18K yellow gold ring with black ruthenium trim, emerald cut diamond, and accent diamonds. \$7,500, nancynewberg.com | 16. ESTABLISHED 14K yellow gold ring. \$2,640, (646) 745-6831, establishedjewelry.com | 17. LASHBROOK zirconium band with black diamonds. \$3,885, (888) 252-7388, lashbrookdesigns.com | 18. ERIKA WINTERS FINE JEWELRY platinum engagement ring with rose cut kite-shaped diamond. Price on request, erikawinters.com, sales@erikawinters.com