



CHOOSING
THE PERFECT
ENGAGEMENT
RING

Marlows
...it's a must.

ENGAGEMENT RING GUIDE

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SO YOU WANT TO BUY THE PERFECT ENGAGEMENT RING?

Let's get you started.

It's a daunting process.

That's before you even consider the ring.

Firstly, let's do a checklist of things you need to tick off that has nothing to do with the ring itself:

Have you found the one?

Are you ready for commitment?

Are you both on the same page?

Speak to your friends

Speak to her father

Okay, let's presume that you've answered the above and you're ready to move forward with finding the perfect ring.

Congratulations, you're now about to make one of the most important purchases of your life.

That's not meant to scare you.

We've created this guide to fill you with confidence when buying the ring. It should take the pain away making it an enjoyable process.

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DEFINE A BUDGET

Traditionally it was said that a man was to spend three month's salary on the ring. Ignore that. Go with what you can afford and what you feel is right to spend. The ring is a symbol of your love. It's not about the cost of the ring, don't go into debt for this. The last thing your partner would want is to see you struggle and delay holiday's or even the wedding.

Decide on your budget before looking at rings and then explore the options available.

2

RESEARCH



This is the most important part of the purchasing process. There are two things you need to be aware of before thinking about buying a ring and that's her ring size and style. You'll probably need to be quite crafty here if it's all a surprise.

Ring Size

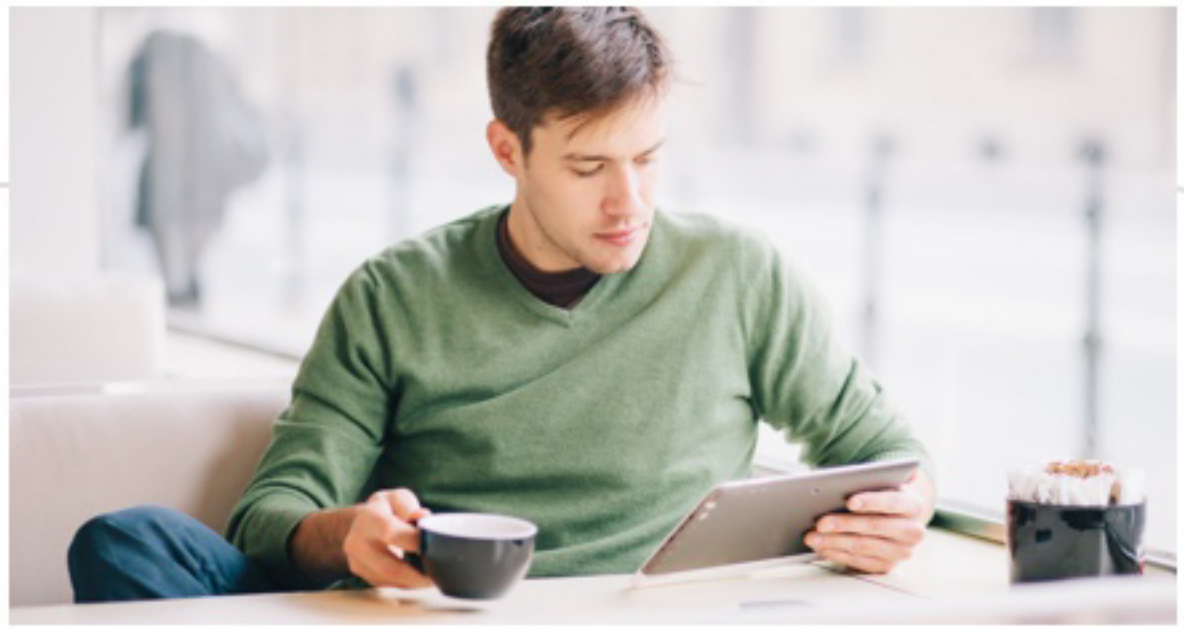
You're already going to be extremely nervous when going on one knee without worrying that the ring won't fit. Avoid any potential embarrassment when you are proposing and ensure you've got the right ring size. If you're planning on keeping it a surprise, you'll need to be sneaky and cautious. To do so, take a ring into the jewellers that she won't know is missing. Of course, if on the day it is a little loose or tight, you can always get this adjusted but at least rest assured the ring will fit on her finger.

Ring Style

Engagement rings are to last a lifetime. You'll want to make sure it suits her individual style. To do so, embrace your inner MI5 traits and take note of the jewellery she wears. Perhaps it's minimal? Or does she like lots of gold? See how she reacts to friends engagements and how she complements their rings, is there a recurring theme? You'll need to use whatever synopsis you come up with along with your initiative to make an informed decision.

3

GET INSPIRED



With an understanding of what she likes it's time to explore the internet and see what stands out. Take a look at diamond engagement rings in the news such as the latest trends and celebrity rings. Keep exploring by going on social media and viewing potential jewellers, see what rings they're posting and if any stand out to you.

Decide on your budget before looking at rings and then explore the options available.



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CHOOSE A SHAPE

With insight into what she'll probably like you're going to need to choose a diamond's shape. This is all a matter of preference and will be down to you, what would she like the most and what do you want her to wear for the rest of her life? There's a variety of shapes you can get a diamond engagement ring including round, princess, heart and pear. See a few examples below.



Round



Princess



Oval



Pear



Marquise

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THE FOUR C'S

All of the below might seem like another language if you've never studied diamonds and haven't looked into purchasing a diamond ring before. That's fine, it's nothing too confusing. When choosing a diamond, you need to consider each of the four C's: cut, colour, clarity and carat. They dictate the quality and cost of the diamond.

1. Cut

Don't confuse this with the diamond shape. The cut is referencing the standard and quality of how the diamond has been shaped. It's about the proportions of the stone, this is determined by the cutter. Diamonds that are well cut easily reflect light both internally and externally. This is the most important characteristic to consider as it ultimately defines how bright it'll sparkle.

2. Colour

This is easier to understand, it's regarding how clear the diamond is. Diamond colour is graded on a scale beginning at D (colourless) and ending at Z (brown tint). The whiter the diamond, the higher its value will be.

3. Carat

In the world of diamonds, size matters. When looking at the diamonds you'll be looking at the weight which is measured in carats. The heavier and bigger stone, it's likely to be rarer and a higher price.

4. Clarity

The clarity of a diamond refers to how many imperfections it has. You'll also be told about the inclusions, referring to other minerals within the diamond. The fewer inclusions and imperfections the diamond has the more clear it'll be meaning it'll warrant a higher price. To get the best value, go for a diamond with an SI or VS clarity grade as the inclusions can't be seen by the human eye.



Inspiring a generation of love



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THE BAND

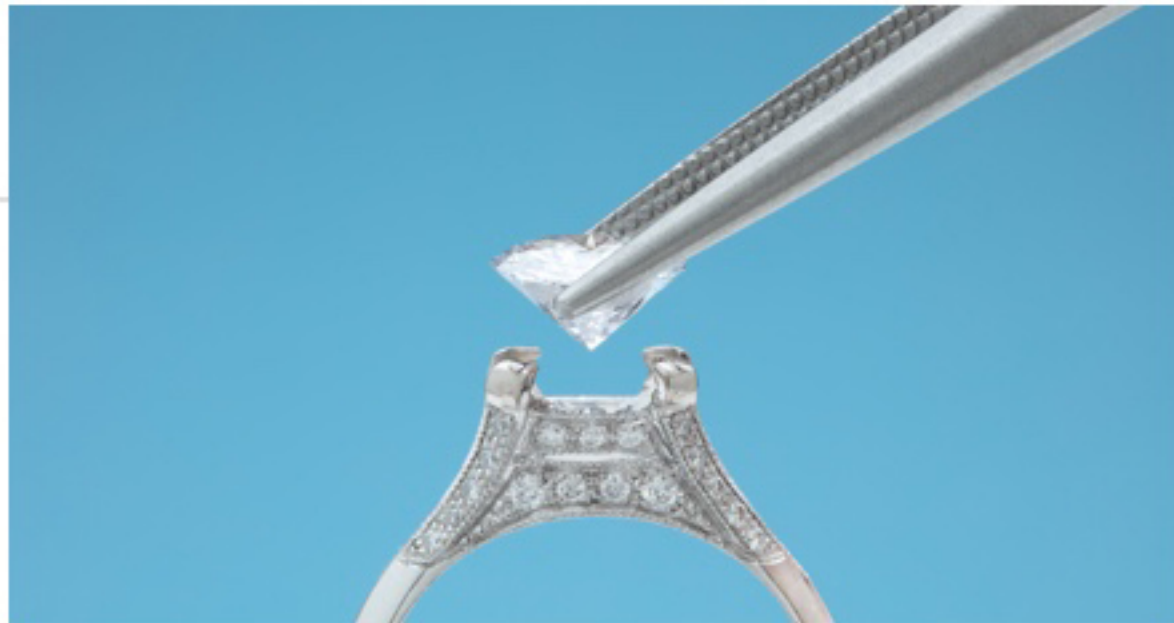
There's a wide range of metals and colours to choose from for the engagement ring's band. This somewhat relates back to what would suit her style and how it is going to look on her finger along with its durability.

Yellow gold, rose gold, white gold and platinum tend to be the most common colours. The metals all vary in strength, colour and price with different benefits to each one.

For example, gold is a shinier metal compared to platinum whereas the platinum band will last longer due to durability.

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THE SETTING



The setting of a ring is how the diamond will be placed on the ring. This will be down to personal preference and again what suits her style. Your budget probably has a part to play but that will mainly go on the diamond itself. There's a range of different types as shown below.



Solitaire



Halo



Shoulder



Multi-stone

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FIND A JEWELLER



Diamonds are made under pressure, but your decision shouldn't be. Find a jeweller that you are comfortable with and welcomes all of your questions. You need to be confident in your jewellers and have full faith they will take care of your requirements. In order to do so, talk to friends about their experiences and look at the reviews online to make sure you're buying from a trusted brand.



You'll want to clear up a few things before making your decision to make sure you're informed on commonly asked questions.

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QUESTIONS FOR THE JEWELLER

"Will you resize the ring if it doesn't fit?"

"Can I return it?"

"Is there a guarantee on the ring?"

"How do I care for the ring?"

"Will I receive a diamond certification as part of the included price?"

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YOU'VE MADE IT!



Once you've digested all of the above and your set on the ring, band, colour and found a jeweller, you've made it. It's time to imagine presenting the ring on her finger and laugh about the new fountain of knowledge you've acquired during the hunt for her ring.



BEST OF LUCK!

If there's anything you want clearing up or if you want further advice let us know and we'll be happy to advise.

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