

# Finding the Perfect Engagement Ring



Discovering the perfect engagement ring that says, "this is it!" is an exciting part of your love story. You're making so many important decisions now. So buying an engagement ring should be well thought out, but also fun. Choosing this beautiful emblem of your special love is one of the most romantic and emotionally charged purchases you'll ever make. Your ring travels your new life's journey with you and your spouse-to-be, and you'll be spending a significant amount on your ring. So you want to be certain you've made the best choice.

**T**here are a few things to consider when shopping for an engagement ring that will make the process easier ... and actually become a sweet memory to start out your new life. First off, consider an engagement ring that fits your budget, taste and most of all your lifestyle. There are some other key factors you'll want to keep in mind when shopping for the perfect engagement ring.

• **Know the 4Cs**

Carat weight, clarity, color and cut are the main indicators that determine a diamond's quality and ultimately its price. Educate yourself in each of these aspects before shopping, and have a general idea which factor is most important to you, since this also will impact the amount you pay for your diamond. If for instance, you want the biggest stone you can afford, you will get more for your money if you're willing to sacrifice a little on clarity or color.

• **Set a Budget But Allow for Wiggle Room**

Diamonds are available in a range of prices, depending on their traits expressed in the 4Cs. The traditional rule is to budget two months of the groom's salary for the engagement ring. But don't automatically pass on the ring of

your dreams if it's more than you initially planned to spend. Remember, you need to be happy with this ring for years to come. Paying by credit card or financing to stretch out the payments will lessen the financial impact.

• **Lifestyle and Personal Taste**

If the bride is adventurous, individualistic and fashion-conscious, she won't likely be drawn to a basic, traditional engagement ring. She'll set her sights on something that is more expressive of her style. Conversely, the latest edgy 'out there' designs won't resonate with a conservative, career-focused bride.

Fortunately there is a wide array of diamond shapes like round, princess, marquise, pear, emerald, and oval, plus settings galore to choose from. The choice of metals available today broadens the search even more. You may want to start looking at Diamonds International, with the region's most expansive inventory of diamonds and mountings. It's the ideal



place to personalize your engagement ring and get exactly what you have in mind.

• **Design a Ring That Says YOU**

Today's style-confident bride knows what she wants when she sees it and sometimes that

means a premium diamond for the ultimate in customized engagement rings. While you're at Diamonds International, ask for a personal preview of their premium Crown of Light diamond, available only at this retailer. You'll learn what sets premium diamonds apart from the competition. And you'll discover how it will tell your remarkable love story in a unique way.

There has never been a better time for brides to shop for the perfect engagement ring. Today there are more choices available than ever before. So a bride really can get a custom look that no one else will have. Let your diamond shopping experience be one of the most fulfilled and treasured times of your life.

