

**A  
GUY'S  
GUIDE TO  
BUYING AN  
ENGAGEMENT  
RING**



BARRY'S



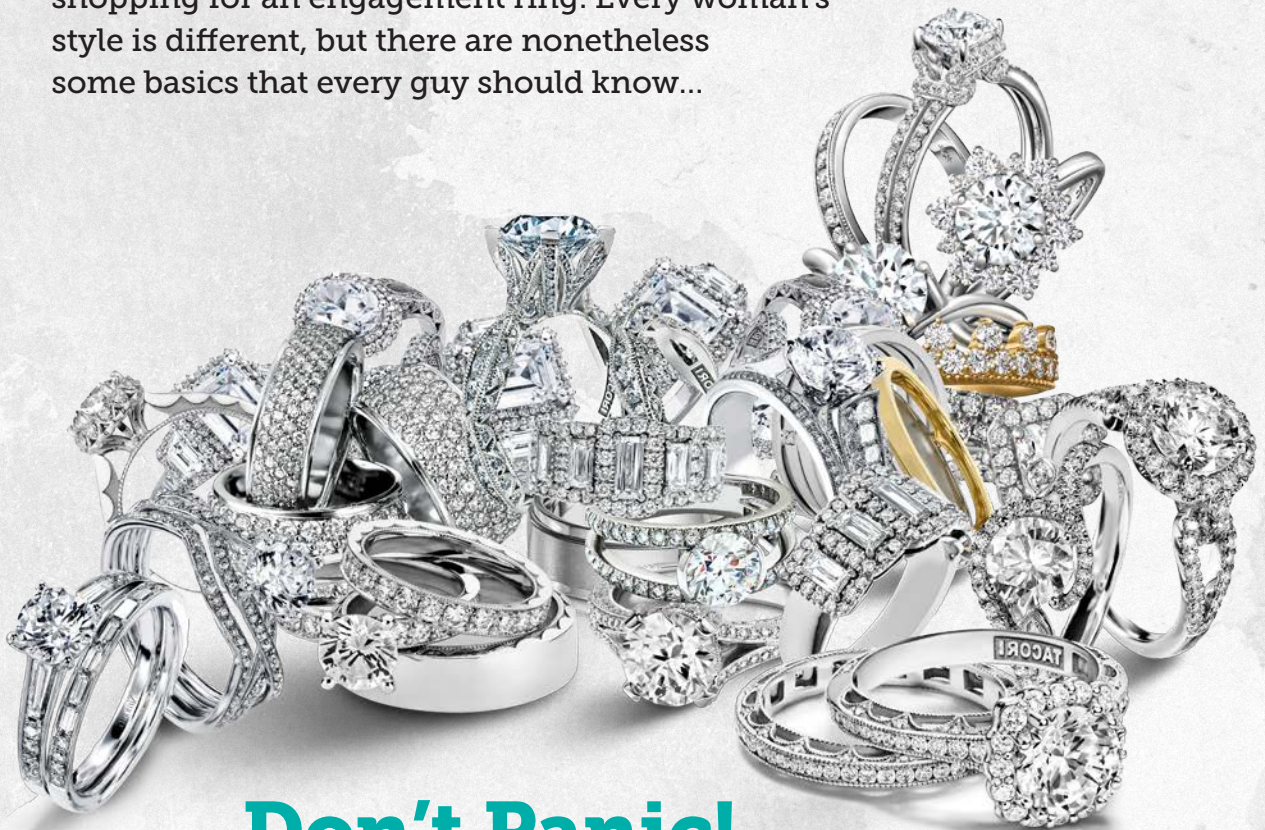


# HELP! I NEED AN ENGAGEMENT RING.

## This is it—she's the one!

If you're reading this, then congratulations; you're ready to buy an engagement ring for that special girl in your life. But unless you grew up in the jewellery industry or have experience with buying diamonds, chances are you're a bit clueless when it comes to this stuff. Don't panic. We're here to help you find the perfect engagement ring, one that will have her shouting "YES!!"

There are several factors to consider when you're shopping for an engagement ring. Every woman's style is different, but there are nonetheless some basics that every guy should know...



## Don't Panic!





# WHAT TYPES OF RINGS ARE OUT THERE?

There are many different styles, but these are the most popular:



## SOLITAIRE

With a centre stone atop a simple but elegant metal band, the solitaire is a timeless and classic style. It can become an instant family heirloom.

## HALO

A “halo” is a ring of gems—typically diamonds—around the centre stone, like the petals of a flower around its pistil. This highlights the centre stone by making it look larger than it is. Here are some great examples of halo rings.



## THREE-STONE

What’s better than one beautiful diamond? Three of them! The three-stone style is a beautiful alternative to the traditional solitaire engagement ring. The three diamonds are often said to represent the past, the present, and the future. The three-stone is a versatile piece of jewellery, appropriate for engagement, anniversary, or even birthday presents.







# SO, TELL ME ABOUT DIAMONDS!

People are usually interested in the size and sparkle of the diamond.  
More sparkle, or brilliance, makes the diamond more desirable.

Diamonds are cut in different shapes and cutting styles. Typical shapes include round, oval, square/rectangle, and pear. Cutting styles include brilliant cut, step cut, and mixed cut.



Round



Pear



Emerald



Marquise



Asscher



Cushion



Heart



Princess



Radiant



Oval

When it comes to engagement rings, the round brilliant is king. This is the cutting style you've seen everywhere, and it's popular for a reason: it was designed specifically to maximize light return when viewed from above.

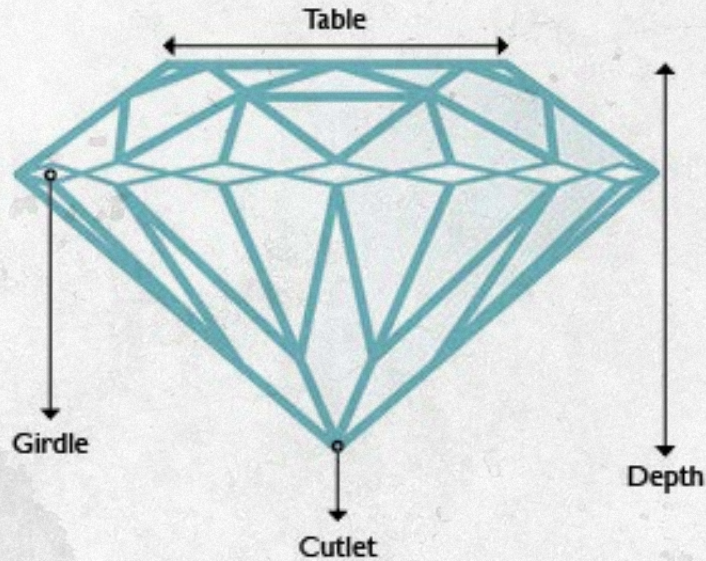
## DIAMONDS ARE GRADED ACCORDING TO THE "FOUR CS"

**clarity • colour • cut • carat weight**

To learn more about the four Cs of diamond grading, visit our Learning Centre [Click Here for more info](#)



# THE DIAMOND ANATOMY



Proprietary cuts are variations on traditional cutting styles that have been developed and patented by private companies. Some examples include...



## HEARTS ON FIRE

This is called "The World's Most Perfectly Cut Diamond." It takes the craftsmen a lot more work, but the improved brilliance is worth it! You'll have to see it to believe it.

## CHRISTOPHER DESIGNS

The "Crisscut" round brilliant has twelve bezel facets and twelve star facets, rather than eight of each on a typical round brilliant, to create a unique radiance.







# WHAT ABOUT OTHER GEMSTONES?

While diamonds are by far the most popular engagement stone, if you want to live dangerously, there is a cornucopia of colored stones on the market, too.



## THE "BIG THREE"

These are ruby, sapphire, and emerald. Your lady's birth stone is another alternative.

[CLICK HERE FOR MORE INFO](#)



## SYNTHETIC DIAMONDS

These are physically and chemically identical to natural diamonds, but they are created in a lab or factory. It is difficult and expensive to produce gem-quality synthetic diamonds, but technology is always improving and they will likely grow as a share of the diamond market in the future.

## SIMULANT

A simulant is NOT a diamond. Rather it is some substance, natural or synthetic, that looks somewhat like a diamond and can be used in its place. Popular diamond simulants include synthetic cubic zirconia (CZ) and synthetic moissanite.





# NOW THAT I HAVE A DIAMOND, WHAT ABOUT THE RING PART OF THE RING?

Once you've chosen the style of ring that would suit her best, and picked out her diamond(s), you'll have to determine the metal and colour of the ring itself (the "mount" or "setting"). Among gold rings, there are different colours and karat weights to consider. Here are some of the materials available for engagement rings:

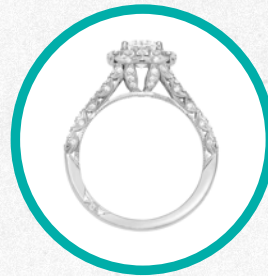


## YELLOW GOLD

This is the typical "golden coloured" gold. Historically, it is the most popular metal for engagement rings and wedding bands. But white gold has become more popular recently.

## WHITE GOLD

White Gold is an alloy (mixture) of gold and a white metal, such as silver or palladium.



## ROSE GOLD

Rose Gold is an alloy of gold and copper (and sometimes silver).

## PLATINUM

Is a durable dense, malleable, ductile, highly unreactive, precious, gray-white transition metal.





Pure gold is called 24-karat (24k) gold (yes, karat is spelled with a k this time, not a c).

This is relatively soft and quite expensive, so most gold jewellery in North America is an alloy with the gold content denoted as a fraction over 24.



10k, 14k, and 18k are popular gold types. Rings containing less pure gold tend to be harder because the gold is alloyed with harder metals. But well-made jewellery containing purer gold is typically considered more beautiful.

But not every engagement ring has to be made of gold. Alternatives include silver, platinum, and palladium. Platinum is especially popular for engagement rings. Platinum is a beautiful, lustrous, and especially rare metal, which is more durable than gold and therefore requires less frequent maintenance.







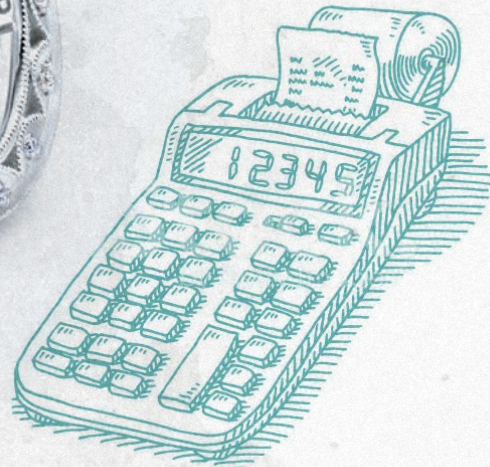
## HOW MUCH IS THIS GOING TO COST ME?

There is no strict rule regarding how much you have to spend on a ring. So relax. But the average is somewhere in the range of \$5,000 to \$10,000. Keep in mind that diamonds and settings are typically changeable and their respective costs are therefore distinct. This means that you could put the same diamond in a more or less expensive setting or vice versa.



RANGE FROM

**\$5,000 to  
\$10,000**







## WHOA! I DIDN'T PLAN TO SPEND THAT MUCH. HOW CAN I SAVE A BIT?

There are all kinds of sneaky ways to save money. For example, choosing a diamond in the "near colourless" range as opposed to "colourless" makes little difference in appearance but a huge difference in price. So does choosing a "slightly included" (SI range) diamond as opposed to, say, a "very slightly included" (VS range) or a "very very slightly included" (VVS range) diamond.

Also, there are "magic sizes" where the per-carat price of the diamond increases dramatically.



For example, the per-carat price jumps at 1.00ct exactly. So you might consider getting a diamond that weights 0.95ct rather than 1.00ct.

There is also the option of getting a lower-quality diamond or simulant now, and upgrading to a more beautiful diamond in the future, using the same setting. Some retailers will buy back diamonds for their full (or almost full) price when you buy a significantly more valuable diamond later.







## WHAT ARE MY PAYMENT OPTIONS?

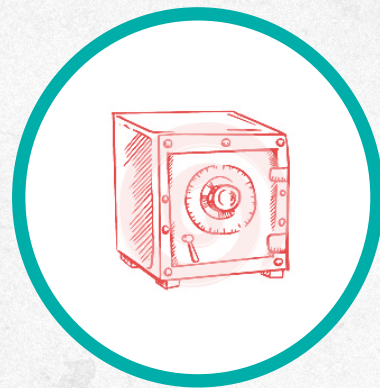


### FINANCING

Pay off the price of the ring over time, at a reasonable rate of interest.

### LAYAWAY

Pay a deposit and secure the ideal ring for later purchase.



### PAYMENT UP FRONT

with the standard methods (cash, Interac, Visa, etc.)





## **GREAT! I'LL TAKE IT. HOW SOON CAN I GET IT?**

It depends on the brand and where it's manufactured.

Four to six weeks is typical. So don't wait until the day before you're proposing to buy a ring!

However, there are some finished rings in the store, ready to go right away. We'll just clean it up, box it up, and it's yours. It all depends on the ring you choose.







# MY TOP CHOICES AT A GLANCE

Write your notes, attach your photos. Investigate and choose.



BRAND

STYLE No

METAL

COST RANGE

AVAILABLE WHEN



BRAND

STYLE No

METAL

COST RANGE

AVAILABLE WHEN



BRAND

STYLE No

METAL

COST RANGE

AVAILABLE WHEN



**YOU DID IT!**  
**NOW IT'S OUR**  
**TURN TO**  
**HELP!**



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