

Engager Rings

Fully Custom Engagement Ring How-To Ebook.



The purpose of this ebook is to provide you with a framework that will help you **get the engagement ring that makes you a hero**. You'll see that fully custom is affordable and convenient - and it's much easier than you think.





What women want: (the 5 most important factors)

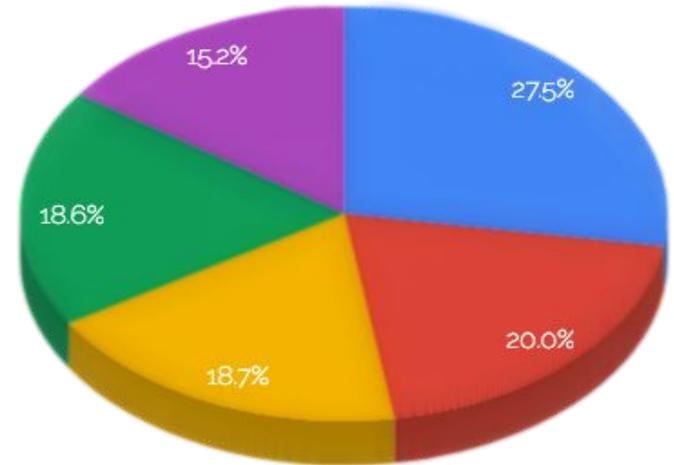
Overall design of the ring

Price of the ring

Color of the diamond

Sentimental nature of the ring

Size of the diamond



Myths

1. Custom means *expensive*.

The truth: Custom means you customize everything, including price. Fully Custom Jewelers work with your budget and help you get the best bang for your buck.

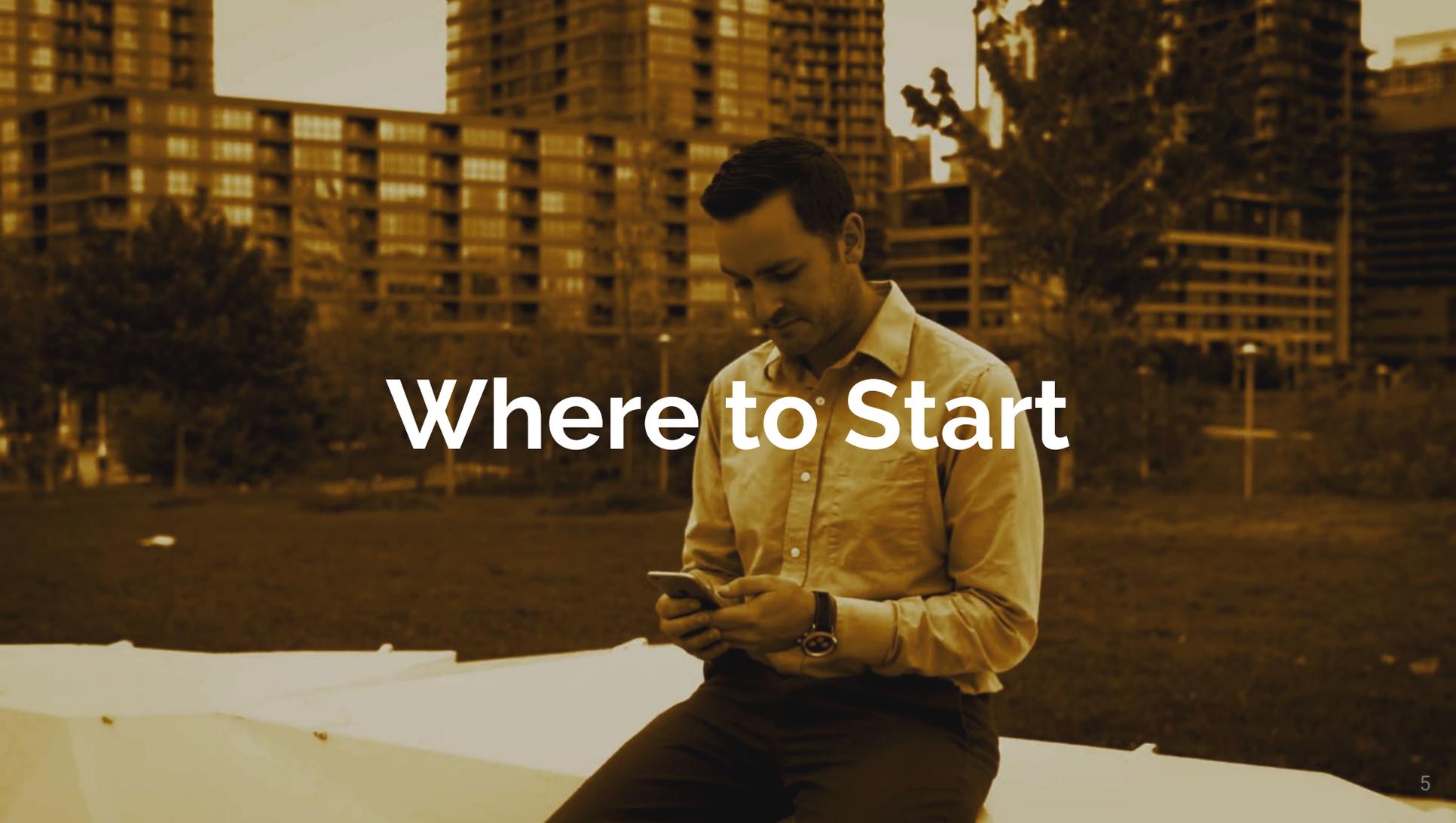
2. Custom means *complicated*.

The Truth: Custom is actually quite simple and the process has been refined with some amazing innovations and industry practices.

3. Buying online is *risky*.

The Truth: In fact, according to Forbes, the online luxury industry is worth more than \$79 billion annually, and the engagement ring spend is approaching \$2 billion per year in the US alone.



A man in a light-colored, long-sleeved button-down shirt is sitting on a white ledge, looking down at his smartphone. He is wearing a dark watch on his left wrist. The background shows a city skyline with tall buildings and trees, suggesting an urban setting. The overall tone is warm and golden, likely from the lighting of the scene.

Where to Start

Have a budget in mind

Fully Custom means that you have full control of every aspect of the engagement ring, **including price / budget.**

We believe that 'custom' is not only for the rich and famous. Everyone should have a fully custom engagement ring.

You may or may not have heard the saying, 'three months salary.' Legend has it that you should set three months of your salary aside for the engagement ring - if you're a traditionalist.

Others say, '**spend what you feel comfortable spending,**' and we recommend you do that.





Research what she wants

Did you know that 2/3 brides have some influence on the look and design of their engagement ring? Meaning... Most brides are very particular about what they want their engagement ring to look like.

To involve her or not to involve her? You may want to keep the engagement ring a complete secret or not but either way, fully custom is the only way to really ensure that she gets what she wants and more.

If you want to keep it a secret and surprise her though, there are strategies to ensure it will be perfect.

Keeping it a surprise is possible by involving her friends, her family, her pinterest account, her subtle hints and inputs, her tastes, your story, and your romantic touches, and bringing those to a custom jeweler to design and collaborate with you. **This will ensure that the engagement ring will be perfect and one-of-a-kind, just like her.**



1. Scour her Pinterest page.
2. Have her friends covertly get all the details like finger size, favourite diamond shape, etc.
3. Include your romantic details.
4. Think about your story, where you met, recall some memories, and couple-y things you'll do in the future.
5. Take into account her subtle hints.
6. Does she have a favourite dress or pattern? Maybe a particular style that she associates with?
7. Have her parents also assist covertly to get some details.

A large collection of engagement rings is displayed on a tray. The rings are arranged in rows, and the image is in black and white. The text "All About Engagement Rings" is overlaid in the center in a large, white, sans-serif font.

All About Engagement Rings

Anatomy of an engagement ring

Quick pointers:

1. All parts of the engagement ring's anatomy can and should be customized.
2. Take into account aesthetics and lifestyle when customizing your ring. IE does she frequently use her hands in her profession?
3. It is important (not crucial) to know the ring size as early as possible in the ring creation process.



Metal selection

- Platinum
 - The most durable
 - Doesn't irritate sensitive skin
- White gold
 - Most common
 - Is an alloy, 8% nickel to make the gold harder and more durable.
- Yellow gold
 - Classic look and sign of fidelity
- Rose gold
 - Very trendy and durable
 - Is an alloy, 21% copper and 4% silver to give the gold that trendy look.
- Combination of metals
 - Intricate and thoughtful
 - Adds uniqueness



- Rhodium plating
 - Decorative and protective layering that gives your ring extra durability and a flashy white shine.



Diamond selection steps

1

Pick the shape.

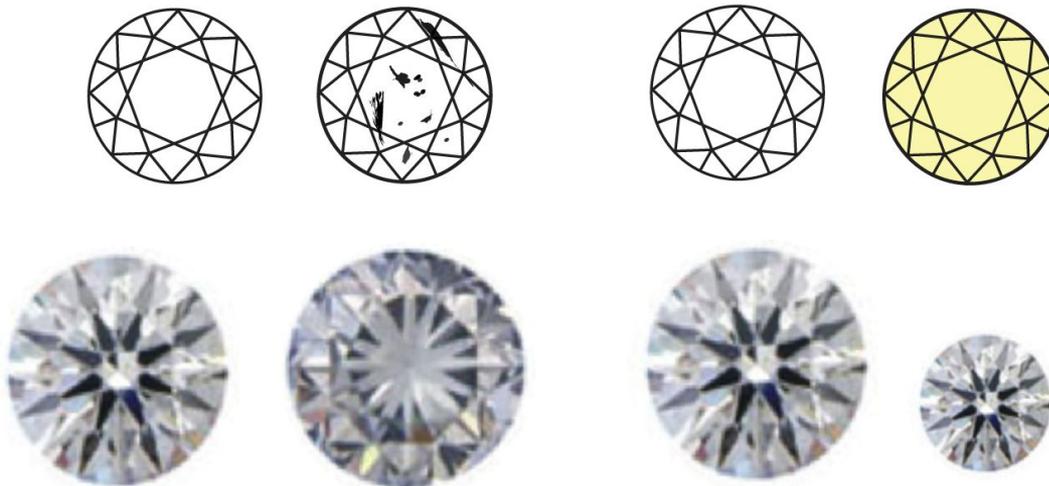
Different diamond shapes have different personalities. Picking her shape could be as easy as asking her friends and family as they may already know what she likes. Perhaps she has liked a specific engagement ring on pinterest. Either way, the shape is the first place to start when picking a diamond.

Diamond Shapes				
Round 	Emerald 	Oval 	Pear 	Marquise 
Radiant 	Heart 	Princess 	Asscher 	Cushion 

2

The Four Cs.

What makes a diamond brilliant? - Its Clarity, Color, Cut, and Carat. They are the specifications of a diamond that you'll need to familiarize yourself with in order to make an informed decision.



Diamond Clarity

GRADE	FL	IF	VVS1, VVS2	VS1, VS2	SI1	SI2, SI3	I1, I2	I3
CATEGORY	FLAWLESS	INTERNALLY FLAWLESS	VERY VERY SLIGHTLY INCLUDED	VERY SLIGHTLY INCLUDED	SLIGHTLY INCLUDED		INCLUDED	

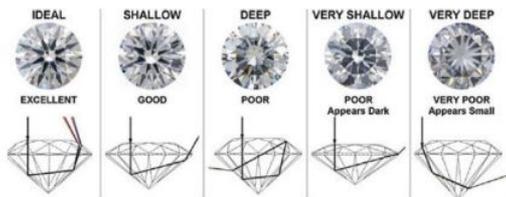
Clarity refers to the presence of internal impurities called inclusions and are highly graded when no inclusions are present.

Diamond Color

D	E	F	G	H	I	J	K-M	N-R	S-Z	FANCY
COLORLESS			NEAR COLORLESS		NEAR COLORLESS SLIGHTLY TINTED		FAINT YELLOW	VERY LIGHT YELLOW	LIGHT YELLOW	YELLOW

Color refers to the intensity of a yellow, brown, grey, or absence of color, where the absence of color, or intense color is highly graded.

Diamond Cut



Cut refers to the proportions and finish of a diamond. An ideal cut has perfect proportions and maximum light dispersion.

Diamond Carat

Width in mm	4.1	4.4	4.8	5.2	5.6	5.9	6.2	6.5	7.0	7.4	8.2	9.0	9.3
Carat Weight	.25	.33	.40	.50	.65	.75	.85	1.00	1.25	1.50	2.00	2.50	3.00

Carat refers to the scale weight of the diamond measured by 1 ct = 100 points = $\frac{1}{5}$ of a gram.

3

Choose a certified diamond.

For insurance purposes, you'll need a certificate from a recognized grading agency like GIA or AGS to insure your diamond. Having the certificate will also be important for your peace of mind. Always choose a diamond that is certified.



GIA®



AMERICAN
GEM
SOCIETY™

Consumer Protection Since 1934™

A romantic scene featuring a man and a woman in an outdoor setting at night. The man, on the left, has a beard and is wearing a dark, patterned short-sleeved shirt. The woman, on the right, has long brown hair and is wearing a light-colored sleeveless top. They are both smiling and looking at each other, with the man holding the woman's hand. The background is a soft-focus view of trees and foliage, illuminated by warm, ambient light.

How Custom Is Different

1. *Asking vs. Telling:*

A Fully Custom Jeweler, like the highly rated jewelers you'll find when you use Engager, are the ones that guide you and ask you what you want not tell you what you need.

2. *Let's Get Everything Right vs Buy Today.:*

Some jewelers will tell you all the reasons to 'Buy Today.' If you encounter a jeweler who pressures you, it means that he knows he will lose you as a customer if you leave his store. Never succumb to the pressures of 'Buy Today' and understand that custom is so much more than choosing one or two elements of an engagement ring. It's *fully* custom.

3. *Fair Retail Markup vs. Unfair Retail Markup:*

The best way to identify a jeweler who will give you a great price for your diamond and engagement ring is to keep him or her honest by knowing what else is available. Always protect yourself from salesmen that will make you believe in their retail markup. If a jeweler doesn't explain why his diamond is 'rare,' or justify why he is above market values; run for the hills!



The Custom Process

- Concept (one or two Engager video calls)
 - Collect your ideas and create the perfect concept
 - Get a jeweler to help you visualize your ideas
- Design (one or two Engager video calls)
 - Get a 3D, 2D, or high quality hand sketch of your Concept
 - Eliminates guesswork so you know exactly what you'll get.
- Ring (one Engager video call and a few Engager instant messages)
 - Diamond selection
 - Metal selection
 - 3D wax model / hand wax carving of your ring
 - Casting
 - Setting
 - Polishing
 - Delivery

This process only takes about 3-5 weeks.

Learn more at

engager-rings.com/the-engager-way



A man in a blue button-down shirt is sitting on a dark metal bench outdoors. He is smiling and looking towards the camera. In the background, there is a large, white archway with a red roof, set against a backdrop of green trees and a clear sky. The scene is brightly lit, suggesting a sunny day.

9 reasons to choose a
custom ring
(click to find out the difference between
showcase and custom)

To get the **perfect** engagement ring,
you need the **best customer service.**





Engager Jewelers

"Each customer has an idea of their ideal engagement ring but they need a careful and diligent jeweler who is experienced with the improvisational designing of meaningful and thoughtful engagement rings. Mastering the art of collaboration between customer and jeweler is difficult and requires a refined intuition with many years of experience on the part of the jeweler.

For example, when you see your masterpiece that you've created on the screen for the first time, there's a sense of elation, a sense of overwhelm that has to happen. It's a gasp and it brings smiles, sometimes tears. It's love.

The jeweler and the customer must be in complete harmony, so that the engagement ring will be special and that gasp, that elation, happens every time with Engager. The ring can only be thoughtful or meaningful. You have to have that customer care, that jeweler whose only goal is to exceed your expectations."

What sets Engager apart?

Value for your budget

- The most competitive pricing
- Best bang for your buck
- Tailored to your specifications

Convenience

- Engager is mobile so you can be too. Use the app from your smartphone in your man cave, home office, at the bar, where ever, when ever you like.
- The app is very easy to use!

Customer Service

- Jewelers with reputations of 5/5 Star Customer Service
- On-Demand, available when you need
- NEVER any high pressure sales

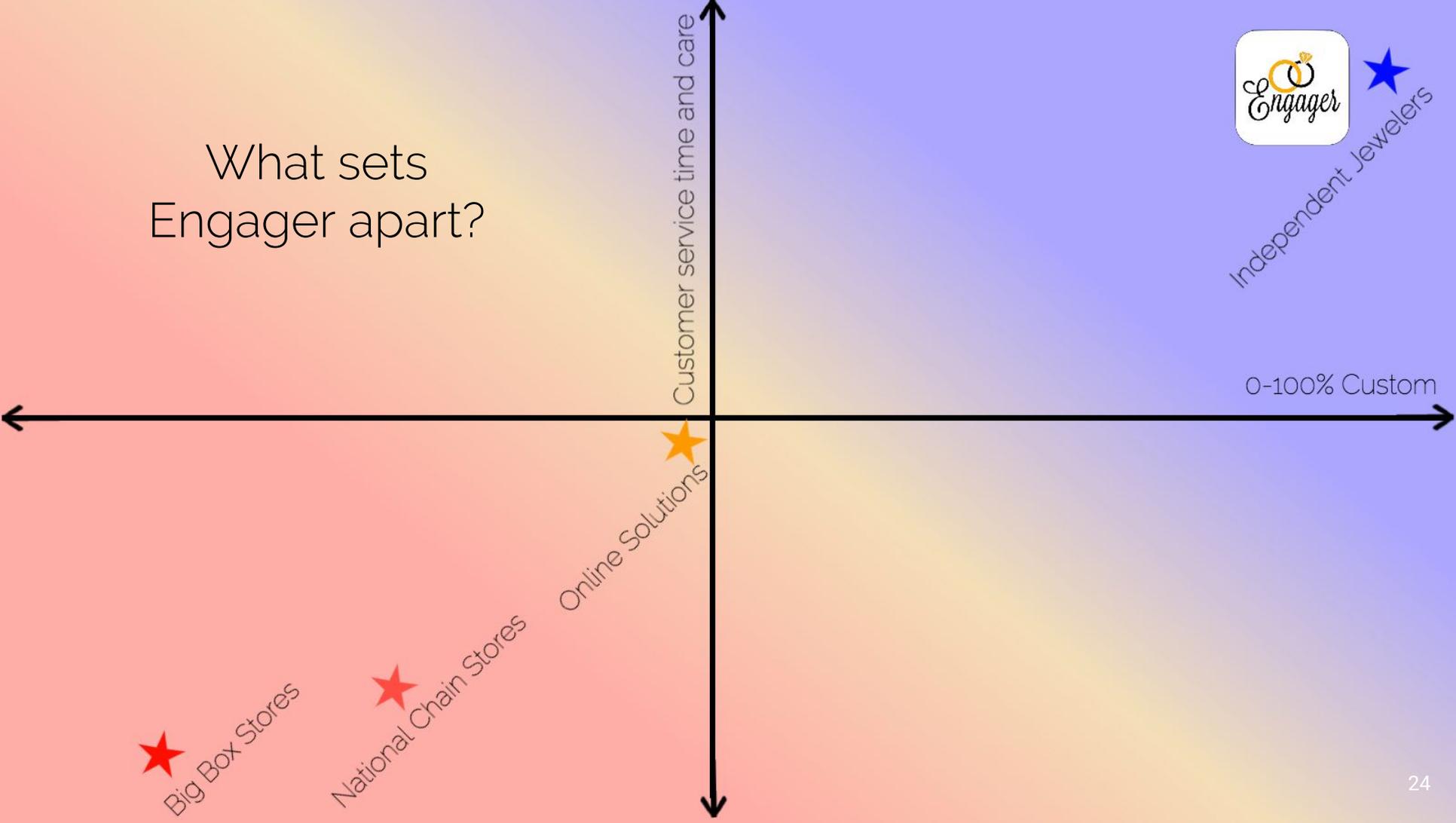
Designability (fully custom)

- We ask customizing questions that no one else will
- We don't manufacture or ship to you until you approve the visuals
- We can make anything
- Ask about One-of-a-kind and see if it's for you.

Jewelers

- >25 years of experience
- Amazing reputations
- The most innovative manufacturing methods in the industry.

What sets Engager apart?



How Engager works

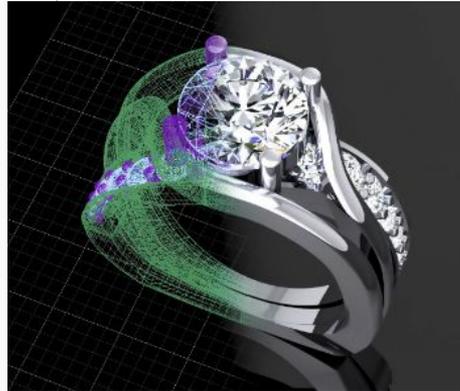
Step 1

Download Engager.
Jewelers are available
on-demand.



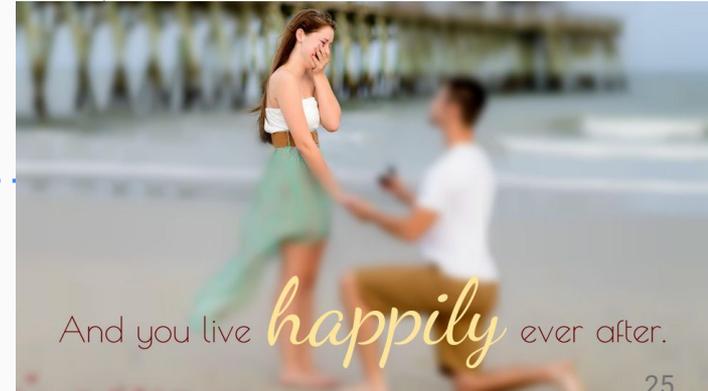
Step 2

Complete your Engager
Concept, Design, and Ring
easily at your own pace.



Step 3

Your engagement ring will be
perfect, shipped to you and
fully guaranteed...





You've got this.
We've got your back.

