

# Popping The Question

## Four Simple Tips For Finding The Perfect Ring

(NAPSA)—Falling in love is the easy part. Then you want to ask her to marry you, and, in order to make the moment flawless, you need to have the perfect engagement ring.

Following some simple steps can help make your shopping experience a delightful one. Here are four things to keep in mind when searching for the ring of her dreams:

**1) Determine a budget.** How much to spend on an engagement ring is a personal matter. One commonly accepted guideline is two months' salary. Once you establish a budget, it is important to select the finest quality stone available at that price.

**2) Understand the 4Cs.** One of the most wonderful lures of diamonds is that no two diamonds can ever be exactly alike, even though they may look identical. Determining the quality of every diamond are the 4Cs: cut, color, clarity and carat weight. Understanding the 4Cs is crucial to determining the value of the stone as well. For detailed information on the 4Cs, visit [www.jic.org](http://www.jic.org).

**3) Learn what she likes.** If the engagement ring is intended as a surprise, this may take a bit of research, but fear not, she will be giving you clues.

First, take a look at her existing jewelry wardrobe. If she has a lot of cool metals (white gold, platinum or even silver) it is usually a good cue that she would prefer either a



Engagement ring by Gumuchian

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platinum or white gold engagement ring. For other clues, ask her friends or relatives and pay special attention to her reaction to other women's engagement rings.

**4) Buy from someone you trust.** When shopping for any piece of jewelry, especially an engagement ring, shop with a retailer you trust. Either ask for a referral from your friends or look for a well-established jeweler who has an excellent reputation for integrity and service, for example, someone who belongs to a trade organization such as Jewelers of America (JA). Always ask for an itemized receipt and about the return or trade-up policy.

For more information on engagement ring trends or how to buy a diamond and to find a retailer in your area, visit Jewelry Information Center at [www.jic.org](http://www.jic.org).