

# ARRAE

COLLECTIONS

## The ultimate Engagement Ring Buying Guide



# Ultimate Guide to Creating Your Custom Engagement Ring

Designing a custom engagement ring is one of the most exciting and meaningful jewelry decisions you'll ever make. But with so many options for settings, stones, and styles, it's easy to feel overwhelmed—or make costly mistakes. This guide covers all the tips, tricks, do's, and don'ts to ensure your dream ring comes to life flawlessly.

## Do's When Designing Your Engagement Ring

Set a budget first — and communicate it clearly to your jeweler. Educate

- yourself on the 4Cs of diamonds: Cut, Color, Clarity, and Carat. Consider your
- partner's lifestyle — active lifestyles may need sturdier settings. Get inspiration
- from Pinterest, Instagram, and jewelers' portfolios. Choose a reputable jeweler
- with experience in custom work. Think about metal choice — platinum, gold
- (yellow, white, or rose) — based on style and skin tone. Ask about ethical
- sourcing or lab-grown diamonds if sustainability is important to you. Factor in
- resizing needs — some designs are harder to resize later. Request CAD renderings or wax models before final approval.

## Don'ts When Designing Your Engagement Ring

- Don't rush the process — custom rings can take 4–8 weeks or more. Don't only
- focus on carat size — cut quality impacts sparkle the most. Don't forget to
- consider comfort — sharp edges or high settings may snag. Don't skip the
- warranty or service plan. Don't ignore proportion — make sure the stone and
- band complement each other. Don't assume your partner's taste — subtle hints
- or friends can help confirm style preferences. Don't compromise on security —
- ensure prongs and settings hold the stone firmly. Don't forget about matching
- wedding bands if that's important.

## Pro Tips & Tricks for a Flawless Custom Ring

- Lab-grown diamonds can offer better value without sacrificing beauty.
- Halo settings can make a center stone appear larger. East-west
- settings or unique shapes (oval, pear, marquise) create a distinctive
- look. Mixing metals can add dimension and personality.

- Hidden details like engraved messages make it extra personal.
- Consider gemstone accents for a pop of color and individuality. Keep
- maintenance in mind — intricate designs may need more frequent
- cleaning. Take your time and trust the process — perfection is worth the wait.

A custom engagement ring is more than jewelry — it's a story, a memory, and a promise.

*The word “arrae” comes from Latin and means “to promise”*

# Understanding the 4Cs of Diamonds

The 4Cs — Cut, Color, Clarity, and Carat — are the global standard for assessing a diamond's quality. Knowing how each factor impacts beauty and value will help you make an informed decision for your engagement ring.

## 1. Cut

Cut is often considered the most important of the 4Cs. It refers to how well a diamond's facets interact with light. A well-cut diamond reflects light beautifully, offering maximum sparkle. Grades range from Excellent to Poor. Even with perfect clarity and color, a poorly cut diamond will look dull.

## 2. Color

Diamond color actually measures the absence of color. The grading scale runs from D (colorless) to Z (light yellow or brown). Colorless diamonds (D–F) are rare and more expensive, while near-colorless (G–J) offer great value with minimal visible difference.

## 3. Clarity

Clarity refers to the presence of internal characteristics (inclusions) or surface flaws (blemishes). The scale ranges from Flawless (no inclusions visible under 10x magnification) to Included. Most inclusions are invisible to the naked eye in grades VS1 or higher.

## 4. Carat

Carat is a measure of a diamond's weight, not size. Larger carat weights are rarer and more expensive, but size should be balanced with cut quality for the best appearance. A well-cut diamond can look larger than a heavier but poorly cut stone.

■ Pro Tip: Focus on cut first, then balance color, clarity, and carat to fit your budget

while still achieving  
maximum brilliance.

# Why Engagement Rings Lose Diamonds, Bend, or Show Poor Quality

An engagement ring is a daily-wear piece of jewelry, so its quality directly impacts how well it holds up over time. Poor craftsmanship, weak settings, or inferior materials can cause diamonds to loosen, metals to bend, or the ring to lose its beauty prematurely. Below are common reasons for ring failures and what defines a low-quality diamond ring.

## Reasons Diamonds Can Be Lost or Metals Can Bend

- Thin or weak prongs — worn or poorly made prongs can't hold stones securely.
- Low-quality metal alloys — softer or impure metals bend more easily.
- Improper setting work — if stones aren't set tightly, they can loosen over time.
- Over-polishing — can weaken structural integrity of prongs and rails.
- Daily wear damage — hard knocks, heavy lifting, or snagging on fabrics can bend metal.
- Heat exposure during resizing or repairs — can weaken settings if done incorrectly.
- Poor design structure — overly delicate designs without enough support for the stone.
- Lack of regular maintenance — small issues go unnoticed and worsen.

## What Makes a Bad Quality Diamond Ring

- Uneven or rough edges on the band or prongs. Loose stones upon delivery — any movement means poor craftsmanship.
- Misaligned prongs or asymmetrical settings
- Diamonds with visible chips, cracks, or heavy inclusions without disclosure.
- Cloudy or dull-looking center stone due to poor cut quality.
- Thin, hollow, or lightweight band that bends easily.
- Use of plated metals instead of solid gold or platinum for settings
- Poorly matched side stones in color or clarity. Lack of certification for the diamond or gemstones.

A high-quality engagement ring combines expert craftsmanship, durable materials, and precise setting techniques. Regular inspections and proper care ensure the ring stays beautiful and secure for a lifetime.

# Arrae Collections — Diamond Clarity Scale

## Clarity Scale (Highest to Lowest)

**I1 / I2 / I3**

Included

*Obvious inclusions; may impact brilliance and durability.*

**SI1 / SI2**

Slightly Included

*Small inclusions may be visible without magnification, but still sparkly.*

**VS1 / VS2**

Very Slightly Included

*Minor inclusions; not visible to the naked eye, face-up appears flawless.*

**VVS1 / VVS2**

Very Very Slightly Included

*Tiny inclusions; almost impossible to spot without high magnification.*

**FL / IF**

Flawless / Internally Flawless

*No visible imperfections; crystal clear even under magnification.*

# Diamond Clarity Buying Guide

Clarity measures how free a diamond is from natural inclusions and blemishes. Here are quick tips for making the right choice:

## Buying Tips

- Most shoppers find the best value in VS2 or SI1 grades that look clean to the naked eye.
- Choose inclusions near edges rather than in the table (center).
- Use prongs to hide small imperfections.
- Prioritize an excellent cut to maximize sparkle.
- Always inspect under magnification before purchase.

## Things to Watch For

- Black crystals or carbon spots visible without magnification.
- Feathers or cracks at the surface that may affect durability.
- Clouds that give a hazy or milky look.
- Large cavities or chips along the girdle.

Clarity is one of the 4Cs of diamond quality. Balancing clarity with cut, color, and carat weight ensures you find a diamond that's as brilliant as your story.

# **Why Choosing a Small Business (Made in the USA) Matters**

When selecting a jeweler for your engagement ring, going with a small business — especially one with a dedicated, close-knit team and products made in the USA — offers unique advantages you won't find in mass-market or overseas operations.

## **1. Personalized Attention & Service**

Small businesses thrive on relationships. You're not just a number — you work directly with the designer or a team member who cares deeply about your vision. This means quicker communication, tailored designs, and the ability to make adjustments seamlessly.

## **2. Quality Over Quantity**

Unlike mass production, small businesses focus on craftsmanship. Every piece is handled with care, inspected meticulously, and often custom-made to order, ensuring the highest standards are met.

## **3. Ethical & Local Sourcing**

When a ring is made in the USA, it often means the materials are sourced responsibly, the labor meets fair wage standards, and environmental regulations are followed. You're supporting sustainable practices and fair work conditions.

## **4. Supporting the Local Economy**

Your purchase directly supports American jobs and helps keep specialized jewelry-making skills alive in local communities. It's a purchase that gives back, creating a ripple effect of economic benefit.

## **5. Transparency & Trust**

With a small, dedicated team, you know exactly who is making your ring and where it's being made. This level of transparency builds trust and ensures you're fully informed about the process.

## **6. Unique, One-of-a-Kind Designs**

Small businesses excel at creating pieces that are as unique as your love story. Instead of mass-produced rings, you get something truly personal and distinctive.



# What Customers Say About Big Box Jewelry Brands

“The ring looked great in the store, but within 6 months a diamond fell out. When I went back, they told me it would take 8 weeks to repair.”

“It felt like I was talking to a sales script, not someone who cared about my fiancée’s ring. Every answer was about upgrading to something more expensive.”

“We paid a premium for the brand name, but the prongs were uneven, and the diamond was slightly crooked when it arrived.”

“Customer service was a nightmare. I had to explain my issue to four different people before anyone helped me.”

“They promised the ring was ‘handcrafted,’ but I later learned it was made overseas in bulk.”

Choosing a small business with a skilled, passionate team — especially one producing in the USA — means you’re investing in quality, ethics, and a piece that tells a story beyond its sparkle. It’s not just about buying a ring; it’s about making a meaningful choice.

At Arrae Collections, we know that choosing the right jeweler makes all the difference. Your engagement ring isn't just jewelry it's a piece of your story, and it should be created with love, care, and intention.

What makes us different is the personal, one-on-one experience. When you work with us, it's not about rushing you through or pushing you into something bigger. It's about slowing down, listening, and creating something that feels perfectly you. From our very first conversation to the final creation, we'll guide you through every step so you feel comfortable, confident, and excited!!

Your ring won't come from a factory line. It will be crafted with thought, detail, and heart. We want you to feel like you're part of the process, because you are.

In the end, the most beautiful rings are the ones that mean the most. And together, we'll create something that's not just stunning, but truly yours.

Let's make something beautiful together

xoxo, arrae