



Article Side

3 Little Known Secrets to Getting Great Deals on Engagement Rings by [Alexandra Gulkin](#)

Article published on June 7th 2012 | [Jewelry](#)

Engagement rings aren't your average diamond jewelry. As the saying goes, "a diamond is forever" and nowhere is this statement more filled with love and sincere intent than in an engagement ring. It can be an expensive purchase, too, but there are some "tricks" to getting the best value for your money.

Understanding the precise meeting point where value and beauty cross over in diamond solitaires will help you to make not only a wise purchase from a bargain standpoint, but also help you to choose a ring that will take her breath away. That said, here are 3 little known secrets to getting great deals on engagement rings (without skimping on the "wow" factor!)

1. Bigger Isn't Always Better

The idiom "size matters" is often misconstrued when it comes to diamonds. Yes, a nice diamond solitaire is desirable, but there are ways to make a diamond appear larger than it really is. In the end, the aesthetic effect is practically the same.

Diamond Shape

The shape of the diamond, also known as the cut, has a significant effect on the stones appearance of size. Certain diamond shapes provide the effect of a very large center stone in diamond solitaire rings, at a substantial savings, especially in the realm of loose diamonds of one carat or more.

Diamond Accents

Diamond engagement rings can also be enhanced via diamond accents. These are smaller diamonds of a particular design which surround the center diamond solitaire in a complimentary fashion. Diamond accents can often have the effect of making engagement rings appear larger and more dramatic, adding shine and sparkle to the hand of the one you love.

2. Clarity and Color

Two of the most important characteristics of diamond selection are clarity and color. Diamonds at the top of these spectrums are exponentially more expensive than those rated only slightly less on the scales of clarity and color. What many people fail to realize, however, is that this slight difference is virtually imperceptible to the naked eye, especially once these diamonds are placed into their respective settings as engagement rings.

3. Shop Smart

As with any major purchase, it pays to shop around for diamond jewelry. Visit a few jewelers, as well as several online retailers. Just be sure that you're comparing apples to apples, so to speak, when you pit one diamond retailers pricing against another's. In other words, make sure that you're comparing diamonds of comparable quality and size, rather than just prices.

With these secrets to saving money on engagement rings, together with a little consumer common

sense, youâ€™re sure to get a great deal on a ring that sheâ€™ll love.

Article Source:

<http://www.articleside.com/jewelry-articles/3-little-known-secrets-to-getting-great-deals-on-engagement-rings.htm> - [Article Side](#)

[Alexandra Gulkin](#) - About Author:

Alexandra Gulkin is a reporter, writer and columnist in the jewelry industry. She is celebrated for her real-time coverage of trade shows, jewelry trends in a [engagement rings](#), gemstones, events and secrets on where to find the highest quality a [diamond engagement rings](#).

Article Keywords:

engagement rings, diamond engagement rings

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!