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# Custom Design Trends in Engagement Rings Surge in Popularity for Holiday Shopping

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There has been a steady rise in the amount of online purchasing of engagement rings and bridal jewelry in recent years.  With customer trust and digital purchasing security having made great strides in functionality and digital image displays, more consumers searching for diamond engagement rings make their final purchase from e-commerce sites and retailers than ever before. This advancement in the online purchasing on various engagement rings can be exemplified by the record breaking sales made on â€˜Cyber Mondayâ€™ by jewelers and online retailers nation-wide.

Forbes.com, Jewelry News Network and internet traffic and activity tracking firm, ComScore have each published reports on the significant increase in the purchasing of luxury items, fine jewelry and engagement rings. The record breaking sales of November 28th, â€˜Cyber Mondayâ€™, far exceeded the expectation of jewelry and diamond retailers around the Country with total sales of the single day reaching over 1.2 Billion dollars.

A large part of the overall spending surrounding â€˜Cyber Mondayâ€™ was spent on bridal jewelry, including unique fancy colored custom design engagement rings, luxury accessories and several large sales of diamond engagement rings.

Retail jewelers, online jewelry firms and e-commerce outlets specializing in unique diamond engagement rings recognized the unexpected enormous turnout in online traffic on Monday. Nearly 80% of active online retailers acknowledged the significance of increased traffic, exposure and purchases of diamond engagement rings.

Trading Companies specializing in fancy colored diamonds and diamond engagement rings, such as Leibish $ Co., publicized substantial savings on high-profile â€˜Cyber Mondayâ€™ purchases. Of these two attention grabbers included a .67-carat fancy blue heart-shaped diamond, as well as a 2.04-carat pink and orange colored pear-shaped diamond. Not only did both diamonds sell, but they also gained additional traffic, interest and eventual spending on items of fine jewelry and engagement rings.

Many engagement ring retailers opted to extend their availability for online customer support and an investment to promote their savings digitally on â€˜Cyber Mondayâ€™. These approaches to optimizing their online influence and draw the crowds online for diamond engagement rings proved to be a wise move for many businesses and e-commerce sites.

The public interest in colored diamond engagement rings and custom designed engagement rings was peaked, and sales of engagement rings have never seen higher numbers. Jewelers and E-Commerce outlets within the jewelry industry from around the Country were able to clear out a large amount of their outdated inventory, leaving them better equipped for the busy season with fuller pockets and a new found appreciation for a new favorite holiday, â€˜Cyber Mondayâ€™.

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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.

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