

Alternative Engagement Rings When it comes time to narrow down the type of ring you — or your fiancé-to-be — wants, it pays to step outside of tradition sometimes. Rules, after all, are meant to be broken, and there are many alternative engagement rings that may better fit their personality, desires … and your budget. Here are a few of the many non-traditional engagement rings that will last for a lifetime of togetherness.

Alternative To What? Traditional engagement rings typically involve some sort of diamond taking center stage — like a solitaire diamond ring with a platinum setting or a larger carat cushion cut diamond surrounded by a halo of smaller stones. Those classic styles definitely transcend trends, but they also often come at price points outside your budget. Alternative options give you a lot more flexibility when it comes to colors, styles and prices. Plus, choosing an alternative metal, stone or style allows you to flex your creativity to create a more personalized custom engagement ring.

Types Of Alternative Engagement Rings The good news is the options are virtually endless when creating a meaningful alternative ring. (Psst: It doesn't even have to be a ring. You can give an engagement necklace, watch or earrings if that's more your speed!) With that in mind, here are a few alternative options you may not have thought of when you begin your search for the perfect engagement ring:

Moissanite Engagement Rings If the wow factor of a large natural diamond doesn't mesh with your budget, consider going the moissanite route. This super hard, scratch-resistant stone gives the look and brilliance of a diamond without the cost. That means you can buy a much larger stone with a much smaller price tag.

morganite engagement rings Her wedding colors don't have to be “blush and bashful” (name that movie!) to love the delicate pink tint of a morganite gemstone. Choose a simple pear-shaped gem with a rose gold band for a monochromatic masterpiece, or up the glam factor with a romantic diamond halo surrounding an oval-shaped center stone.

sapphire engagement rings Are you Team Diana, Team Kate Middleton or somewhere in between? If so, consider the royal aesthetic and centuries-old beauty of a sapphire. This blue gemstone is great for daily wear owing to its durability, and you can go with a single stone on a gold band, make it flashier with surrounding diamonds or white sapphires, or choose a sapphire band with inset stones. If you want a bright pink gemstone that's more vibrant than morganite, select a unique pink sapphire.

ruby engagement rings Let the fiery passion of your relationship match the center stone of a ruby engagement ring. Choose a round cut ruby gemstone surrounded by a halo of moissanite gemstones for a deeply romantic piece of jewelry. The deep red gives the piece a unique touch that will stand out on their finger.

amethyst engagement rings If you don't go the traditional route, consider choosing a ring that commemorates a February birthday. The deep purple hue of amethyst promises a dreamy mystique while incorporating a bit of personalization into the ring. Select an opulent design with a rose gold metal to really accentuate the amethyst tone.

topaz engagement rings Looking for a vintage non-traditional engagement ring? A rich blue topaz ring gives the look of something old while serving as their “something blue.” Select a stunning Art Deco-style ring featuring a large, sparkling topaz stunner that promises the wow-factor she craves.

aquamarine engagement rings Capture the tranquility of the ocean or the gentleness of her spirit with the quiet brilliance of an aquamarine ring. Choose from a range of shapes, sizes and settings, whether she prefers the look of an emerald-cut stone surrounded by diamonds in a white gold setting or a vintage-style setting featuring a pear-shaped aquamarine.

stacking band engagement rings If your bride-to-be prefers a more delicate style, go with the look of a single band, whether a plain yellow or white gold ring, or something with a row of diamonds or gemstones. A single band speaks to classic simplicity, perfect for the minimalist bride who loves clean lines and understated elegance. Add extra bands over time, whether for an anniversary, the birth of a child, a special occasion or a holiday. Or plan to propose with three stacked bands that coordinate with her sophisticated style.

completely unique engagement rings Anything can be an engagement ring — a paperclip, a gumball machine treasure, a birthstone band, even a thicker men's wedding band, if that's more their speed. Whatever ring you select will

have its own special meaning for all of eternity. Design Your Own One-Of-A-Kind Engagement Ring Can't find a ring that fulfills all of her desires? Make your own! Designing a custom engagement ring will give you the chance to flex some creativity while ensuring you find exactly what you want. You can even get your partner in on the action by going together to pick out a stone, select a setting and choose a style. Adding an engraved inscription inside the ring — whether a wedding date, your initials or a short quotation — can make it even more unique and meaningful. FAQ's What Makes An Engagement Ring Alternative? Anything non-traditional is considered an alternative, meaning the ring won't be your traditional solitaire diamond band. Alternative rings take an unexpected material or stray from that traditional diamond into something that better fits with your unique style. Can I Create My Own Engagement Ring? Absolutely! Your engagement ring should be a reflection of the wearer and their relationship. Creating your own unique ring is the way to go to ensure that you hit all the must-haves. You can use an online ring tool to virtually build and order an engagement ring right from home, or you can work with an in-store jeweler to find your one-of-a-kind masterpiece. What Should I Look For In A Unique Engagement Ring? Find an engagement ring that speaks to her personality and style. If she has an affinity for modern and flashy, you might choose a custom morganite ring with a diamond band. If her style is more pared down and minimalist, a simple band with a few small gemstones may fit the bill. If she wants something completely different, say a thicker silicone band, that works too!

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diamond shape guide When most people think about diamonds, they picture the classic and popular round shape. But if you prefer something different, there are plenty of other shapes available to reflect your unique style and taste. **what is a diamond shape?** Diamonds can be cut into a variety of shapes. There's an option for every bride and budget! Since every diamond shape is cut to varying specifications, they will reflect light differently, giving every shape its own brilliance and fire.

types of diamond shapes

round cut diamonds The most popular shape of all time: the round brilliant diamond. Aside from being the most iconic diamond shape, the round diamond is most loved because of its ability to sparkle brighter than any other shape. Because round diamonds are the most popular and most researched shape, they offer the greatest amount of flexibility in terms of balancing cut, color, clarity grade and price.

Shop round cut diamonds

princess cut diamonds The princess cut diamond has a square shape with sharp angles and a similar facet pattern as the round brilliant diamond, so it sparkles more than other square shapes. Sophisticated and eye-catching, the princess cut is perfect for those who love symmetry, clean lines and modern design.

Shop princess cut diamonds

cushion cut diamonds A cushion cut diamond is a square or rectangular shape with rounded corners, like a cross between a round and a princess cut diamond. A cushion diamond has a soft, romantic appeal and is sometimes known as a pillow cut.

Shop cushion cut diamonds

emerald cut diamonds Although the emerald cut diamond has the same number of facets as round and princess cut diamonds, it is the parallel facets that help highlight the stone's color and clarity. The best way to describe the emerald cut is a rectangular shape designed with a large table and step-cut faceting that creates a unique hall-of-mirrors effect. This geometric diamond shape is rare: only 3 percent of all the diamonds in the world are emerald cut diamonds.

Shop emerald cut diamonds

oval cut diamonds The oval shape has an elongated silhouette to appear larger. A brilliant facet pattern means the diamond sparkles as well as a round or princess cut, and the exquisite oval shape appeals to any bride, whether she prefers classic or more modern looks.

Shop oval cut diamonds

marquise cut diamonds The marquise shape is an elongated oval with pointed ends and is sometimes referred to as boat shaped. The elongated shape maximizes the carat weight of the diamond. Plus, this cut creates the illusion of a larger diamond.

Shop marquise cut diamonds

pear cut diamonds The pear-shaped diamond can appear modern or vintage, depending on its setting. Its elongated teardrop has a narrow pointed top and perfectly rounded bottom. The brilliant cut is known for high sparkle, and the elegant pear shape helps to lengthen and flatter its wearer's finger.

Shop pear cut diamonds

radiant cut diamonds Radiant cut diamonds have a rectangular shape with cropped corners. The square

stone is cut to have a complete brilliant-cut facet pattern. A radiant diamond is also available in a more rectangular shape, depending on its length-to-width ratio. Radiant cut diamond engagement rings are beloved for the sparkle they produce and are usually set in a prong-style solitaire setting. Shop radiant cut diamonds asscher cut diamonds This octagon shape has cropped corners and mesmerizing angles that set it apart from any other shape. The Asscher, developed during the Art Deco period, is a blend of the princess and emerald cut. The Asscher is most well-known for its X-shaped facets that can be seen from above. The Asscher cut is commonly referred to as being “vintage” or “antique.” Shop asscher cut diamonds heart cut diamonds Wear your love loud and proud with a bold symbol of romance: a heart-shaped diamond. Whimsical and sweet, a heart-shaped diamond is just what it sounds like: a stunning stone carefully cut into the shape of a heart. how are diamonds cut into shapes? Diamond cutting is essentially done by either cleaning or sawing a diamond with a laser or steel blade. There are many other key steps involved in the process, and it takes skilled hands to ensure that a diamond is faceted to high standards. frequently asked questions What Is the Difference Between Diamond Shape and Diamond Cut? The shape of a diamond refers to the external figure or outline of the diamond (pear-shaped, cushion, round). The cut of a diamond refers to the dimensions, symmetry, facets and reflective qualities of the diamond. Which Diamond Shape Shines the Most? Reflected by their widespread popularity, round diamonds are the pinnacle in brilliance. Most commonly cut with 58 facets that reflect light, round brilliant diamonds are nearly unmatched when it comes to shine. How Does Diamond Shape Affect the Price of a Ring? A diamond's shape is one of the most important factors impacting price. Choosing a fancy-shaped diamond can actually save you more, compared to a round diamond of similar quality and size. Because fancy shapes, such as pear, oval and marquise, are elongated, they tend to look larger than round diamonds. Which Diamond Shapes Are the Largest? Marquise diamonds have the largest face-up area of any diamond cut — approximately 15 percent larger than round diamonds. They also cost less than round diamonds of the same carat. schedule an appointment Not sure what diamond shape is best for your partner's future engagement ring? No worries! Our team of jewelry experts can help you decide. Schedule an online or in-person appointment today. Schedule now More advice engagement buying guide Finding the perfect engagement ring can be overwhelming, but it doesn't have to be. Learn more all about natural diamonds What makes a natural diamond so special? Let's find out. Learn more alternative engagement rings From morganite to sapphire, there's a gemstone out there for everyone. Learn more diamond grading chart and diamond certification No two diamonds are exactly alike, even if their size and chemical compositions are essentially the same. Diamond grading reports, based on internationally recognized diamond grading standards, provide buyers with assurance that they are purchasing a quality stone. Many of our diamonds have been graded by some of the most trusted third-party labs in the industry, such as AGS, GIA® and GCAL. For every graded diamond, we provide our customers with a grading report, which assesses a stone's quality based on several key factors. --> what is a diamond grading report? Diamond grading reports are obtained by submitting diamonds for evaluation at independent grading laboratories. These reports can help differentiate stones based on important characteristics that determine quality and aesthetic. what characteristics are included in a diamond grading report? After carefully assessing and analyzing a diamond, the grading lab issues a detailed report or grading certificate that includes ratings and scores for each of the fundamental characteristics of a diamond — that is, the 4Cs: cut, color, clarity and carat weight. --> carat weight This refers to the actual physical weight of the diamond. The most common carat weights range from .25–5 carats; however, Helzberg carries a wide variety of sizes. Shape and cut describe the diamond's shape. More than 50 percent of issued grading reports are for round brilliant cut diamonds, but numerous complex shapes can be identified. Diamond cuts are graded from “Fair” to “Excellent.” Some grading reports include proportions diagrams that break down a diamond's measurements, from the table to the culet (the small facet at the bottom of a diamond). --> color grade This measures the

amount of natural color present within a diamond. From white to yellow, diamonds receive a grade, from D (colorless) to Z (light), for the amount of natural color they contain. Typically, the less natural color a diamond has, the higher its quality rating. Some grading labs also measure a diamond's fluorescence, which is how intensely the stone glows under UV light. Bluish fluorescence can make certain diamonds appear more colorless in natural daylight or under fluorescent lamps. This may make them more valuable than diamonds of a similar carat weight that do not have fluorescence.

--> clarity grade This describes the internal and external characteristics of a diamond. Most diamonds will have grades ranging from "I" to "FL," with "I" referring to a diamond with inclusions (or imperfections) and "FL" referencing flawless clarity. Some grading reports include plotting diagrams that map a diamond's clarity characteristics, which include not only the internal inclusions, but also the blemishes on the diamond's surface.

--> cut grade This analyzes how well-proportioned the dimensions of a diamond are. Both polish and measurement affect a diamond's cut grade, typically ranging from "Excellent" to "Poor." The polish score indicates the quality or degree of smoothness to which diamond facets have been polished. Measurement is a description in millimeters of the width and length (in the case of non-round stones) or diameter and depth (in the case of round stones). Diamond measurements can vary depending on cut. Diamonds that are cut to exacting proportions sparkle more.

--> grading number Issued by a grading laboratory, this unique number is inscribed on the girdle of the diamond and can't be seen with the naked eye. The grading number links to a copy of the associated report held by the lab. Often available online, the report provides detailed graded information and comments that are specific to each unique diamond.

frequently asked questions why would someone get a diamond certification or diamond grading report? Contrary to common misperceptions, diamond grading reports are not appraisals. They give an unbiased assessment of a diamond. Just as houses have deeds and vehicles have registrations and titles, it only makes sense that buyers would seek similar documentation for something as valuable as a diamond. A diamond grading report is your assurance that your diamond is a diamond. It also includes disclosures of any treatments used to enhance clarity or color. From the perspective of thoughtful buyers, a reputable diamond grading report gives clear evidence that may help their customer confidently purchase a diamond. Helzberg offers detailed reports for every graded diamond we sell. With ethical sourcing of our materials and strict diamond quality standards, we go above and beyond industry standards to provide each customer with the exceptional quality that has defined the Helzberg name for over a century.

why does helzberg use multiple labs? Our approach to fine jewelry is Quality Over Everything, which is why we partner with some of the diamond industry's most trusted, independent grading labs. Their sole purpose is to validate diamond quality through detailed grading reports. Though these reports include ratings or scores based on similar characteristics, the way they are measured differs from lab to lab — and from natural and lab grown diamonds to gemstones. We look to these experts to ensure you get the highest quality stone available, no matter which you choose.

more advice engagement buying guide Finding the perfect engagement ring can be overwhelming, but it doesn't have to be. Learn more all about natural diamonds What makes a natural diamond so special? Let's find out. Learn more alternative engagement rings From morganite to sapphire, there's a gemstone out there for everyone. Learn more engagement ring buying guide An engagement ring is one of the most important purchases you and your partner will ever make. Here's everything you need to know about choosing the perfect ring for your unique love story.

1 How to set a budget: engagement ring cost there are no rules! Despite the old adage of spending three months' salary, there's no hard-and-fast rule about how much you "should" pay for an engagement ring. Everyone's search is unique, and we understand engagement ring cost may be an important consideration in your journey. Our jewelry experts can help you find a diamond or other gemstone that balances size and quality at a price that fits within your budget.

2 How to choose an engagement ring stone Learn the 4cs of diamonds Understanding the 4Cs of diamonds will affect how you select your engagement ring. With

any diamond, the 4Cs — cut, color, clarity and carat weight — work to decide value. Each factor plays a critical role in determining the brightness, fire and scintillation that gives a diamond that special sparkle. [Learn more about the 4cs](#) [pick your diamond shape](#) From traditional to novel, engagement ring stone shapes help determine a ring's aesthetic. Choose from classic shapes, such as round, oval, cushion, princess and emerald — or explore more unique shapes, including pear, marquise, heart, radiant and Asscher. [Learn more](#) [Round Oval Cushion Princess Pear Emerald natural vs lab grown diamonds](#) Natural and lab grown diamonds possess the same physical, chemical and optical properties. The key difference between the two are their origins. [Learn more](#) [gemstone engagement rings](#) There are a number of stunning stone choices for non-diamond engagement rings. A few of our most-loved gems include moissanite, morganite, blue sapphire, aquamarine and blue topaz. [Learn more](#) [certification](#) Helzberg Diamonds is among a select few jewelers to meet the rigorous standards that come with being a member of the American Gem Society. A nonprofit trade association of fine jewelry professionals, the American Gem Society is dedicated to setting, maintaining and promoting the highest standards of professional behavior and ethical conduct. [3 How to choose a diamond ring setting](#) find your engagement ring style Whether it's a halo, solitaire or three-stone, style refers to a ring's overall design aesthetic the setting helps create. Certain styles are simple and elegant, making them perfect for people who appreciate timeless beauty [Learn more](#) [choose your metal](#) There are a variety of precious metals available for any style of engagement ring. The metal you choose will affect your rings design, durability and overall aesthetic. [Learn more](#) [ring sizing guide](#) It's generally better to buy a ring a bit bigger, since sizing down is much easier than increasing a ring's size. We have some great tips and tools to help you measure or estimate the right ring size for your special someone. [Learn more](#) [4 How to create your own engagement ring](#) Create your own frequently asked questions are there different diamond types? Diamonds can vary in cut, color, clarity and carat weight. Each one of these factors plays a key role in determining the look and style of a gem. These days, you can also choose from natural diamonds and lab grown diamonds that have the same chemical, optical and physical properties as their natural counterparts. what if i want to customize my engagement ring? Create Your Own Helzberg Diamond Ring™ allows you to create a ring that's as unique as her. Our Custom Gemstone Jewelry lets you design a personalized piece of jewelry that includes a favorite gem, special birthstone or whatever you choose. does an engagement ring have to include a diamond? While diamonds are still the most popular options for engagement rings, some people prefer alternative engagement ring designs that showcase other types of rare gems. From precious rubies, sapphires and emeralds, to elegant aquamarine and blue topaz, there are a number of stunning stone choices for non-diamond engagement rings. Lab-created moissanite is also a beautiful diamond alternative for engagement rings. This magnificent gemstone delivers unsurpassed fire and brilliance and is second to only diamonds in hardness and scratch resistance, making it perfect for everyday wear. how can i find a diamond's grading report? Every graded diamond is inscribed with a unique grading number, assigned by the grading laboratory. This unique number links to a copy of the associated report held by the lab, which is often available online. Many of our diamonds have been graded by some of the most trusted third-party labs in the industry, such as GIA® and GCAL. For every graded diamond we sell, we provide our customers with a grading report, which assesses a gem's quality based on several key factors is engraving an option? Yes. Helzberg Diamonds offers a great selection of beautiful jewelry that can be engraved, including engagement rings. When buying an engagement ring online, you will have an option to add a personalized engraving on the product page. You can also visit your nearest Helzberg Diamonds store to shop for engraved rings. [shop natural diamonds](#) [shop lab grown diamonds](#) [shop alternative engagement](#) [more advice pairing wedding bands](#) Find out how to harmonize your engagement ring and wedding band to ensure that they complement each other. [Learn more](#) [schedule an appointment](#) Talk to one of our Helzberg diamond experts in-person or virtually for a tailored engagement ring buying

experience. Learn more financing & leasing At Helzberg, we can help you find the perfect ring and payment option based on your individual budget and needs. Learn more Types of engagement ring styles Engagement ring styles have evolved since we opened our first store in 1915. After a century of service, the Helzberg name has come to stand for quality, knowledge and trust. But most importantly, at its very core, Helzberg Diamonds stands for love. When buying an engagement ring diamond, it is important to keep your preferences and budget in mind. The perfect diamond and ring setting come together to create a breathtaking engagement ring that your partner will love.

Solitaire engagement rings The classic solitaire style showcases a single diamond or gemstone set on a ring with no accent stones. Simple, classic and always in style. The most common technique for mounting a solitaire diamond is a prong setting (more on that later). Shop solitaire engagement rings

Halo engagement rings The halo engagement ring style features a diamond halo around a center stone. This creates a greater impact for your ring's overall look and will make the center stone look larger. Shop halo engagement rings

Double halo engagement rings Double halo engagement rings feature a secondary halo of diamonds encircling a first, making the center gemstone appear even larger and more brilliant. Shop double halo rings

Three-stone engagement rings A three-stone ring features three stones in the same or similar sizes, representing "yesterday, today and tomorrow"—a romantic symbol of your journey together. Like all of our engagement rings, the three-stone ring is highly customizable. Shop three-stone engagement rings

Vintage engagement rings Designed to look like heirlooms, vintage engagement rings are inspired by antique styles and the charm of the past. From Victorian-inspired rings to Edwardian engagement styles, a vintage engagement ring can be the one-of-a-kind style you're looking for. Shop vintage engagement rings

Matching bridal ring sets Some engagement rings come as a set with a matching band. If you want an engagement ring that has maximum glamour with minimal effort, then a matching bridal ring set is a fabulous choice. Shop bridal ring sets

Side-stone engagement rings A side-stone ring is a popular option for those who want more sparkle. Side stones can refer to stones that flank the center stone or smaller stones that accent the band and complement a center stone. Shop side-stone engagement rings

Diamond cluster engagement rings In a composite or diamond "cluster" ring setting, smaller diamonds are closely set together to resemble a larger single diamond. Diamond cluster rings contain smaller diamonds of equal size. These diamonds are clustered together to mimic classic center diamond shapes to dazzling effect. Shop multi-diamond engagement rings

Create your own Looking for a one-of-a-kind engagement ring? Then create your own! Partner with our jewelry experts to select your center stone and setting, then have it come to life with expert craftsmanship and quality. Get started

What is an engagement ring setting? The term "setting" refers to how a gem is mounted, or set, into a precious metal band. Ideally, an engagement ring's setting should showcase the beauty of the gemstone while reflecting the unique personality of the wearer. In addition to determining how the engagement ring will look, the setting will help determine what kind of diamond or gemstone you will buy.

Channel-set ring Channel settings do not include beads, prongs or any fixtures in between the stones. Instead, the gems are set adjacent to each other with only the minimum amount of space separating them. This row of closely set diamonds is secured in place by metal bars on either side. Channel-set diamonds are known for their continuous sparkle all the way around the ring band.

Cathedral setting ring The -->cathedral setting--> features a center gemstone flanked by metal arches that rise from the shank. This elevated profile secures the stone in place, while giving it a very distinct profile. It also creates what looks similar to a basket on the underside of the engagement ring. The setting is reminiscent of the lovely arches in ceilings and doorways of Gothic-style cathedrals.

Diamond prong setting types Prong choice is a very important part of the ring selection process. Strong prongs securely hold the gemstone while still allowing plenty of light to enter your diamond or other gemstone. Prongs can be placed at each corner of a ring, with four or six prongs evenly spaced around the stone. The most popular prong setting styles are four-

and six-prong, although eight- and ten-prong styles can also be found. Prong shape will vary according to design. The thicker and more numerous the prongs, the more durable the ring. Shared prong Commonly used for larger gemstones, shared prong settings hold together several stones, with each one sharing a set of prongs next to it. The shared prong gives the compelling appearance of an array of gemstones spread across the ring finger with minimal metal exposed. Single-shared prong Single-shared prongs also feature a series of gemstones, but with more metal between them. This type of shared prong setting is cost-efficient since it saves on materials and doesn't overwhelm the gemstones with the unnecessary installation of metal. Pavé; In a pavé setting, small gemstones or diamonds are held in place with very small metal beads. Because the gems are so closely set, it creates a "paved" look, which earns the style the French name of pavé;. Pavé settings provide a twinkling, sparkly effect that makes a ring stand out. Eternity Whether they're channel set, cathedral set or pavé set, eternity rings are designed to have no visible strip of metal on either side of the diamonds. Eternity rings can be set with diamond gems all the way around the band or with diamonds only halfway set across the visible side of the ring. Frequently asked questions What is the most secure diamond setting? When gems are aligned with the flat surface of the ring's precious metal, it is called a flush setting. These are the safest settings for people who work with their hands or lead active lifestyles. They are also less expensive ring settings compared to other options. What is the most popular engagement ring style? While trends come and go, the striking diamond solitaire has long been a favorite when it comes to engagement rings. Solitaire settings look fantastic with almost any diamond shape, but they look especially striking with a round brilliant diamond. Can I buy a ring setting without the stone? While most people prefer to purchase a setting and stone together, there are exceptions. For instance, some people already own a diamond or wish to source a stone from another existing ring. Helzberg sells settings without the stone in stores, but not online. find a store How long does it take to set an engagement ring? Depending on each individual it can take a few weeks to a month or two. If a ring is in stock and pre-made, it will usually be shipped out within one to two weeks. Not sure what diamond style is best for your partner's future engagement ring? No worries! Our team of jewelry experts can help you decide on the style that best suits them. Schedule an appointment online or in person today. Schedule an appointment Schedule an appointment online or in person to discuss more about the different types of pearls Helzberg's carries and our pearl jewelry selection. Schedule now More advice Engagement buying guide Finding the perfect engagement ring can be overwhelming, but it doesn't have to be. Learn more All about natural diamonds What makes a natural diamond so special? Let's find out. Learn more All about lab grown diamonds Everything you need to know about diamonds created in a lab. Learn more jewelry metals guide At Helzberg Diamonds, metal choice in our jewelry is based on the type of product and how it will be used. For example, we set our engagement rings in gold or platinum so your ring will last for years and years. Diamond fashion jewelry, on the other hand, is most commonly set in gold, while silver is used to give you a large look at a great price. Of course, there are many types of jewelry metals out there for both women's and men's jewelry alike. Our quick guide to understanding metal types is here to help sort them all out. Let's dive in! types of jewelry metals Some of the most common metal types used to make jewelry are gold, silver and platinum. Others include titanium, tungsten, tantalum, palladium, cobalt, stainless steel and so many others. Each one has its benefits and differences surrounding durability, comfort, luster, beauty and cost. types of gold metals Gold purity is measured in karats. When a metal is 100% pure, like 24K gold, it is too soft and malleable to create long-lasting jewelry. Consequently, it must be alloyed with other metals to give it strength. Here's a quick breakdown of the different gold karats you'll encounter and what they mean: 18k gold 18 parts gold, 6 parts other metals by weight (75% pure) 14k gold 14 parts gold, 10 parts other metals by weight (58.3% pure) 10k gold 10 parts gold, 14 parts other metals by weight (41.7% pure) Gold is alloyed with specific metal types to give it a white, rose or yellow hue. Depending on your style or priorities, each

of these colors offers distinctive characteristics and benefits.

white gold White gold has a silver appearance and is composed of gold that is typically alloyed with white metals such as palladium, platinum, silver and nickel. It is also commonly plated with rhodium to add to its shine and hardness. This beautiful precious metal is a durable, affordable alternative to platinum. To maintain its lustrous silvery color, white gold rings must have their rhodium coatings re-plated periodically.

yellow gold With its warm color and classic appeal, yellow gold is a popular fine metal that never goes out of style. It is typically alloyed with small amounts of silver and copper to make it more resilient and preserve its timeless shine. A staple of many jewelry collections, yellow gold can be used to craft intricate designs for a unique look. To keep your yellow gold pieces looking beautiful, have them polished to maintain their luster.

rose gold Blushing, beautiful rose gold lends a hint of romance to any ensemble. It is alloyed with copper and silver, giving it a distinct pinkish hue, like a rose (hence the name). The copper is what gives it a memorable pink coloring. Strong enough for daily wear, rose gold has unmistakable vintage appeal, and its lovely color flatters most skin tones. While it looks gorgeous with diamonds, it is especially complementary of morganite and other gemstones.

platinum metal Five times rarer than yellow gold, platinum is a luxurious metal of exceptional quality. Harder, heavier and far more scratch-resistant than other metals, platinum is a gorgeous, durable and hypoallergenic option known for its coveted white luster. Unlike white gold, naturally white platinum does not need to be re-plated or re-polished to avoid a yellow hue.

sterling silver Like 24K gold, pure silver is too soft for making jewelry and will lose its shape over time. Sterling silver, however, is alloyed with metals like copper to create a harder metal. Sterling silver's affordability and appearance make it great for gift-giving.

vermeil Featuring a thick, 2.5-micron layer of gold over sterling silver, vermeil (pronounced ver-may) is the highest quality gold plating technique in the industry. Durable enough for everyday wear, vermeil offers the look and feel of solid gold without the solid gold price tag. Vermeil is not flash plating, standard gold plating or gold-filled jewelry, all of which use a thin layer of gold over cheaper base metals like copper or brass.

types of alternative metals These days, alternative metals are becoming more and more popular for men's bands because of their distinct appearances, durability and affordability. From tantalum and titanium to cobalt, zirconium, meteorite and stainless steel, the following metals offer unique options for a variety of personal styles and needs.

tantalum First discovered in 1802, tantalum is rare, beautiful, shiny and dense. Extremely resistant to heat and wear, it has become a popular choice for men's wedding bands, thanks to its unique appearance and durable design. Somewhat darker than platinum, tantalum has a rich, masculine color. Tantalum can be polished for a brighter, glossy luster or treated to create a flat, matte finish, which brings out the metal's sleek, stylish texture. Shop tantalum jewelry

titanium Titanium has superior structural integrity and is three times stronger than steel. Titanium is also very lightweight (1/3 the weight of gold). Although a very hard and durable metal, titanium can still be scratched by abrasive materials like rocks or hardened steel tools. An exceptionally rare form of titanium, black titanium has become a popular variation of this popular rare metal. While most black titanium in the market is plated, Helzberg only offers Benchmark black titanium, a true black metal titanium that gets its beautiful look from a proprietary alloying and heating process. Shop titanium jewelry

stainless steel Stainless steel is a metal composed of iron alloy and a minimum of 10.5% of chromium. The chromium makes the metal resistant to staining, corroding and oxidation. Stainless steel comes in many grades, meaning it has a variety of uses — including jewelry! This hard, durable and affordable metal is most commonly available in an attractive light gray, making it an appealing metal for men's jewelry. Shop stainless steel jewelry

cobalt Often called cobalt chrome, this metal is an excellent choice for men's wedding bands. With its beautiful luster and high durability, cobalt looks similar to white gold and is a long-lasting choice that will maintain its beauty for years to come. Shop cobalt jewelry

zirconium Often confused with titanium, zirconium is a refractive metal commonly used in industrial applications and, more recently, in jewelry. In its natural state, the metal is a silvery gray, but

it attains a black appearance after a heating process. A durable, lustrous metal, black zirconium is a bold and handsome metal option. Shop zirconium jewelry elysium To create an elysium ring, thousands of diamonds are fused together with incredible heat under one million pounds of pressure. This creates a 100% diamond piece that's extremely lightweight, hypoallergenic and comfortable. Known for its signature black color, elysium jewelry requires no special care and will never dull, fade, scratch or change color. Elysium rings are the hardest and most scratch-resistant rings on the planet and cannot be resized by a jeweler. Shop elysium jewelry damascus steel Named for the capital city of Syria, Damascus steel refers to the forged wootz crucible steel used in the creation of blades and swords from ancient times. Made using iron alloys, modern Damascus steel jewelry is crafted by placing contrasting metals of various shades (often gray and silver) in layers. These layers are then bonded using high heat and shaped by a complicated and artistic process resulting in beautiful patterns. Shop damascus steel jewelry meteorite A meteorite is a chunk of debris from a meteoroid originating from outer space. Meteorite jewelry is usually made from iron meteorites. While there are all sorts of iron meteorites, some are more common than others, including Gibeon meteorite. A very compelling material for one-of-a-kind men's wedding bands, meteorite is an incredibly rare material billions of years in the making. Because it is exceptionally rare, meteorite jewelry is expensive. It also requires extra care due to its high iron content which leaves it susceptible to rust. Shop meteorite jewelry frequently asked questions is silver a metal? Silver is a soft, lustrous, white transition metal valued for its electrical conductivity and decorative beauty. Sterling silver only contains 92.5% silver. The rest is usually made up of copper or some other metal. is platinum a metal? Platinum is a lustrous, malleable, silvery-white, ductile metal. It is considered one of the transition metals, a group that includes silver, gold, titanium and copper. is sterling silver stronger than white gold? Sterling silver is less durable than white gold, which usually comes with a higher price tag. what's the difference between platinum and stainless steel jewelry? Stainless steel resists wear, dings, dents and scratches better than platinum. That said, while modern stainless steel jewelry can be very attractive, platinum jewelry still maintains a superior visual appeal and a higher monetary value. which is stronger titanium or platinum? When it comes to durability, titanium is much harder than platinum. It doesn't scratch, damage or easily lose its shape. --> schedule an appointment Schedule an appointment online or in person to discuss more about moissanite stones and see Helzberg's selection of moissanite rings and jewelry today! Schedule now more advice engagement buying guide Finding the perfect engagement ring can be overwhelming, but it doesn't have to be. Learn more all about moissanite A stone with major sparkle all its own, moissanite is a popular diamond alternative. Learn more natural vs. lab grown diamonds Learn the difference between diamonds mined from the earth and diamonds grown above ground. Learn more natural vs. lab grown diamonds: What's the difference? Choosing the type of diamond that's right for you is a personal decision, but we want you to have all the facts! Let's break down the key differences between lab grown diamonds and natural diamonds so you can make the diamond purchase that's best for you. lab grown & natural diamonds: The origin story Lab grown and natural, mined diamonds possess the same physical, chemical and optical properties. Quite simply, a lab grown diamond is just as real as a natural diamond! The key difference between the two are their origins. natural diamonds natural diamonds lab grown diamonds lab grown diamonds Mined from the earth Grown in a lab Created over billions of years Created in months Prized for their rarity Offer incredible value similarities between lab grown and natural diamonds Both are real diamonds and no two diamonds are exactly alike. Both our natural and lab grown diamonds are ethically sourced. Helzberg uses third-party experts to grade both types of diamonds. buying with confidence: Diamond certification buying with confidence: Diamond certification Diamond certification from an independent, third-party diamond grading lab is just one of the ways to know that a diamond has been evaluated for quality. When searching for an engagement ring, you can buy confidently knowing that, in addition to being one of only two national AGS jewelers, Helzberg Diamonds

only partners with the strictest and most highly trusted labs in the industry to ensure that both our natural and lab grown diamonds meet our unmatched standards of quality. which type of diamond should I choose? Again, deciding on the right diamond for you is a personal decision. It's best to consider the various benefits of both natural and lab grown diamonds to decide which one you'll love the most! more sparkle for your spend When comparing the two, you may be swayed by the fact that lab grown diamonds are real diamonds but cost less than their natural counterparts of similar carat weights and quality. The price-to-carat ratio of a lab grown diamond might be perfect if you have a set budget and want to maximize the sparkle of your diamond. rare and finite On the other hand, the rarity of a natural diamond might be its most appealing characteristic. A finite number of natural diamonds exist in the world, making it a fitting symbol for your one-of-a-kind love. Ultimately, it's up to you to decide what matters most. Either way, you'll be selecting a gorgeous, high quality diamond that you and your significant other will love for a lifetime. still need help deciding? Then a personal consultation with a jewelry expert is in order! Schedule an in-person or virtual appointment with one of our Associates to get all the help you need in deciding between a natural or lab grown diamond. Schedule an appointment Yes! (We're joking.) Neither type of diamond is superior to the other. They both have something to offer depending on what you're looking for. If you're intrigued by the rarity and beauty of a natural diamond that spent billions of years forming deep within the earth, then a mined diamond might be best for you. If you're fascinated by the scientific marvel of creating diamonds in a lab or by the fact that lab grown diamonds often cost less than their natural counterparts, then a lab grown diamond might be the way to go. Either way, you can't go wrong! frequently asked questions can you tell the difference between lab grown and natural diamonds? Chemically and visually, lab grown and earth-grown diamonds are indistinguishable from each other. Even with special, highly advanced equipment it's nearly impossible to tell the difference between the two. which are better: lab grown diamonds or natural diamonds? Yes! (We're joking.) Neither type of diamond is superior to the other. They both have something to offer depending on what you're looking for. If you're intrigued by the rarity and beauty of a natural diamond that spent billions of years forming deep within the earth, then a mined diamond might be best for you. If you're fascinated by the scientific marvel of creating diamonds in a lab or by the fact that lab grown diamonds often cost less than their natural counterparts, then a lab grown diamond might be the way to go. Either way, you can't go wrong! Shop natural diamonds Shop lab grown diamonds Create your own More advice learn the 4cs Find out how a diamond's cut, color, clarity and carat weight impact its quality. Learn more engagement buying guide Popping the question but unsure what to do first? Here's the perfect place to start. Learn more all about lab grown diamonds Everything you need to know about diamonds created in a lab. Learn more Ring size guide Choosing the proper ring size is an essential step in the jewelry-buying process, whether you're shopping for a smaller women's ring size or a larger men's band. When it comes to figuring out your ring size — or that of your special someone — we've got you covered with easy-measuring tips and tools. How To Figure Out Ring Size Wondering "how do I know my ring size?" The best way to correctly measure your finger size is to visit your local Helzberg Diamonds store. Our knowledgeable associates can help you determine the right size for diamond engagement rings, wedding rings, bands, or fashion rings. Not located near a Helzberg store? Here are some other ways to measure your ring size at home. How to measure ring size at home There are a few easy tricks to get a fairly accurate idea of your ring size at home. One way is to find an existing ring that fits correctly on the exact finger you want to measure. Then, you'll match the inside edge of that ring to the correct diameter on a printable ring size chart. You can also separately measure the inner edge of the ring and use that number (in millimeters) to determine the correct ring size. If you don't have a ruler, you can also use a strip of paper or a string to measure your ring finger. Print The Ring Sizing Chart How to measure ring size with string 1 Cut a small strip of flexible string, ribbon, thread or dental floss. 2 Wrap it firmly (but not too tight) around

your ring finger. 3 Compare your measurement with Helzberg's ring sizing chart. Double and triple check for accuracy. Ring sizing tips The average ring size for women is a 6, while the average ring size for men is an 8, but this can vary considerably based on the person's build. Here are a few things you should consider to ensure an optimal fit: Use an existing ring that fits correctly on the finger that you want to measure. Be sure to account for the width of bands or stacking rings. Ensure the rings fit comfortably and are snug enough to stay on but loose enough to fit over your knuckle. Remember that engagement and wedding bands are traditionally worn on the left-hand ring finger, while fashion rings can be worn on any finger on either hand. How to find ring sizes with help from Helzberg In-Store Measurements The most accurate way to get a proper fit is to visit us at your nearest Helzberg Diamonds location. One of our Associates will find your ideal ring size while accounting for knuckle size, changes in seasons and other factors that can affect your diamond ring size. Find ring sizers near you Printable ring size chart Can't make it into a Helzberg store? Use our printable ring size chart and match the inside edge of the ring to the correct diameter shown. Download the ring size chart Free mailed ring sizer If you aren't able to print our complimentary ring sizing chart, you can request a complimentary ring sizer mailed to your door. Find your perfect fit by requesting your free plastic ring sizer (U.S. only). Please allow 10-14 business days for delivery. Order now Ring resizing When a ring doesn't fit a finger well may need to be resized. It's usually best to buy a ring a bit larger, since sizing down is much less complicated. How much does it cost to size a ring? Since jewelers have to add more material, it typically costs more to make a ring larger than to reduce its size. How to resize a ring Jewelers use various methods to resize rings. If the ring is too big, they will remove a small portion of the shank. If the ring isn't big enough, jewelers will typically cut the bottom of the ring and add a tiny piece of metal to the shank. We want you to feel confident in your ring purchase, which is why we're proud to offer an invaluable Lifetime Care Plan that covers resizing or reshanking rings. This Lifetime Care Plan also includes all inspections, cleanings and covered repairs and services. Depending on the type of jewelry you plan to have covered by the Lifetime Care Plan, coverage will include resizing or reshanking of rings, along with the replacement of lost or damaged diamonds and gemstones. --> schedule an appointment Schedule an appointment to discuss your future ring and see Helzberg's selection of rings today! Schedule now Frequently asked questions what do i do if i ordered the wrong ring size? In many cases, you can exchange the ring for the correct size. If there is not a similar option available in the size you need, Helzberg can resize the ring according to your specifications. what ring sizes does Helzberg Diamonds offer? Helzberg offers a broad range of ring sizes to suit the unique needs of our customers. We can also resize rings to ensure a comfortable fit. how are rings sized? Rings are usually measured by their inner diameter in millimeters. In the U.S., ring sizes are obtained using a numeric scale based on quarters and half units. are men's and women's ring sizes the same? Jewelers use the same size chart for men and women. That said, women generally prefer narrower bands because they tend to have smaller fingers. The average ring size for women is 6, while the average ring size for men is an 8. how much does it cost to size a ring? This depends on whether you are increasing or decreasing the size of the ring. If the ring is too large, jewelers can remove a small portion of the shank. However, if the ring is too small, jewelers have to cut the bottom of the piece and add a small amount of metal to the shank. Helzberg offers timely resizing services that typically exceed our customers' expectations. diamond guide: the 4cs of diamonds A breathtaking center stone in an engagement ring or a sparkling accent in a delicate gold pendant, diamonds are forever treasured and always on trend. Read on to learn how to assess the quality of a diamond, so you can choose the right stone for your budget and style. buying a diamond Everyone wants a diamond with optimal fire, sparkle and brilliance. With so many options, however, choosing a quality stone can feel overwhelming. While everyone's diamond search is unique, it helps to understand what makes one diamond superior to another, so you can make an informed purchasing decision. what are the 4cs of diamonds?

The 4Cs of diamonds are the universal methods for assessing the excellence of any diamond, anywhere in the world. With every diamond, cut, color, clarity and carat weight work to determine its value. Basically, the 4Cs of diamonds are how gemologists measure diamond quality.

diamond cut This describes the polish, symmetry and proportions of the diamond, which ultimately determine its brilliance, fire and sparkle. A skilled cutter uses precise workmanship and artistry to fashion a diamond so it delivers maximum visual effects, including brightness (external and internal reflected light), fire (the scattering of light into each color of the rainbow), and scintillation (the sparkle and pattern of light produced by reflections within the diamond).

diamond cut quality The cut grade depends on the quality of a diamond's finish, proportions and symmetry. When a rough diamond reaches the hands of a diamond cutter, they create the shape and cut of the diamond. A well-cut diamond will appear brilliant and sparkly, while a poorly cut diamond may appear dark and dull.

types of diamond cuts If the cut of a diamond is too deep, some light escapes through the side of the stone. If the cut is too shallow, light escapes through the bottom of the stone before it can be reflected, thus reducing its brilliance. The pattern of cut surfaces — or facets — represents the quality of the cut and has a direct effect on the overall brilliance. With well-proportioned cuts, light reflects from one facet to another, then back through the top of the diamond.

Superior Cut Diamond Shallow Cut Diamond Deep Cut Diamond Each grading lab uses their own grading scale and terminology to determine a diamond's cut, based on the level of precision (or the quality of the cut).

diamond color Almost any naturally occurring diamond has some amount of color. How much determines the quality of the diamond. While there are colorless diamonds, they are exceptionally rare. Anytime you purchase a diamond, you should expect it to have at least some trace amount of natural color.

what is diamond color? Natural diamonds are the product of geological processes that take billions of years to complete. The chemical and physical processes yield a wide array of stones which all include some varying amounts of color. In most instances, the less color a diamond has, the higher its quality rating.

diamond color chart Diamond buyers use a chart to rate a diamond's quality based on the amount of color present within the stone. From white to yellow, diamonds receive a grade, from D (colorless) to Z (light), for the amount of natural color they contain. Most diamond buyers prefer colorless to near-colorless stones, with diamonds graded I and J offering optimal value for a customer's budget.

Colorless (D E F) Colorless diamonds have little to no yellow/brown tint or hue to the stone. To the naked eye, they resemble a drop of pure water. Because they are so rare, colorless diamonds are often the most valuable.

Near Colorless (G H I J) Near-colorless diamonds contain small traces of yellow/brown tint that is difficult to see with the naked eye. These stones make up only 2–3 percent of all natural diamonds, so they offer rarity at often the best value.

Faint (K) Faint diamonds fall in the middle of the diamond color chart. Unmounted faint diamonds often have a faint yellow/brown hue that is visible to the naked eye. Once mounted, these warm stones offer great value, as the color is often difficult to see with the untrained eye, unless compared right next to a stone in the near-colorless or colorless range.

diamond clarity Every diamond contains small blemishes (external) and inclusions (internal) that define their clarity. The fewer imperfections a diamond has, the more valuable it is. The more imperfections a diamond has, the lower the clarity grade.

what is diamond clarity? This describes the internal and external characteristics of a diamond. A grade is assigned to each stone, with "IF" referring to a diamond with inclusions and "FL" referencing flawless clarity. Diamond buyers will choose stones with some inclusions to offer the best value to their customers. At Helzberg, we offer a variety of diamond clarities sure to fit any budget.

diamond clarity grades Diamond clarity grades are measured by the amount of inclusions, or imperfections, in a stone. The below table provides definitions for each of the common diamond clarity grades, so you can thoughtfully consider how visible imperfections will be.

diamond clarity chart FL, IF These are flawless diamonds, no matter how closely you look. Flawless and internally flawless are the highest, and rarest, diamond quality clarity grades.

vvs1, vvs2 These diamonds have very slight inclusions, visible only under a microscope. These

inclusions are difficult for even a trained gemologist to see. vs1, vs2 These are very slightly included, difficult to see with the naked eye and somewhat difficult to see under a microscope. si1, si2 These imperfections can be seen by the trained eye under 10x magnification. They might still be visible to the naked eye, but harder to see in diamonds smaller than 1 carat. i1, i2, i3 These inclusions are very easy for a trained eye to see under 10x magnification. They are also often visible to the naked eye, and in the case of I3 diamonds, the inclusions may affect the structural integrity of the diamond as well as impact its brilliance.

diamond carat weight When most people think about diamond quality, their minds immediately focus on carat weight. While other factors are also important, carat weight is one of the most significant characteristics in determining a diamond's quality and price.

what is a diamond carat? This refers to the actual physical weight of the diamond. The larger the carat, the pricier the diamond, although the other Cs can also work to influence the final price.

diamond carat chart Diamonds are available in a variety of sizes, but the most common diamond sizes range from .25 to 5 carats. A Helzberg jewelry expert can give you precise weights based on the shape and carat of a particular diamond.

0.5 carat 1 carat 2 carats 3-carats 4 carats 5 carats

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diamond shape guide When most people think about diamonds, they picture the classic and popular round shape. But if you prefer something different, there are plenty of other shapes available to reflect your unique style and taste. what is a diamond shape? Diamonds can be cut into a variety of shapes. There's an option for every bride and budget! Since every diamond shape is cut to varying specifications, they will reflect light differently, giving every shape its own brilliance and fire. types of diamond shapes round cut diamonds The most popular shape of all time: the round brilliant diamond. Aside from being the most iconic diamond shape, the round diamond is most loved because of its ability to sparkle brighter than any other shape. Because round diamonds are the most popular and most researched shape, they offer the greatest amount of flexibility in terms of balancing cut, color, clarity grade and price. Shop round cut diamonds princess cut diamonds The princess cut diamond has a square shape with sharp angles and a similar facet pattern as the round brilliant diamond, so it sparkles more than other square shapes. Sophisticated and eye-catching, the princess cut is perfect for those who love symmetry, clean lines and modern design. Shop princess cut diamonds cushion cut diamonds A cushion cut diamond is a square or rectangular shape with rounded corners, like a cross between a round and a princess cut diamond. A cushion diamond has a soft, romantic appeal and is sometimes known as a pillow cut. Shop cushion cut diamonds emerald cut diamonds Although the emerald cut diamond has the same number of facets as round and princess cut diamonds, it is the parallel facets that help highlight the stone's color and clarity. The best way to describe the emerald cut is a rectangular shape designed with a large table and step-cut faceting that creates a unique hall-of-mirrors effect. This geometric diamond shape is rare: only 3 percent of all the diamonds in the world are emerald cut diamonds. Shop emerald cut diamonds oval cut diamonds The oval shape has an elongated silhouette to appear larger. A brilliant facet pattern means the diamond sparkles as well as a round or princess cut, and the exquisite oval shape appeals to any bride, whether she prefers classic or more modern looks. Shop oval cut diamonds marquise cut diamonds The marquise shape is an elongated oval with pointed ends and is sometimes referred to as boat shaped. The elongated shape maximizes the carat weight of the diamond. Plus, this cut creates the illusion of a larger diamond. Shop marquise cut diamonds pear cut diamonds The pear-shaped diamond can appear modern or vintage, depending on its setting. Its elongated teardrop has a narrow pointed top and perfectly rounded bottom. The brilliant cut is known for high sparkle, and the elegant pear shape helps to lengthen and flatter its wearer's finger. Shop pear cut diamonds radiant cut diamonds Radiant cut diamonds have a rectangular shape with cropped corners. The square stone is cut to have a complete brilliant-cut facet pattern. A radiant diamond is also available in a more rectangular shape, depending on its length-to-width ratio. Radiant cut diamond engagement rings are beloved for the sparkle they produce and are usually set in a prong-style solitaire setting. Shop radiant cut diamonds asscher cut diamonds This octagon shape has cropped corners and mesmerizing angles that set it apart from any other shape. The Asscher, developed during the Art Deco period, is a blend of the princess and emerald cut. The Asscher is most well-known for its X-shaped facets that can be seen from above. The Asscher cut is commonly referred to as being "vintage" or "antique." Shop asscher cut diamonds heart cut diamonds Wear your love loud and proud with a bold symbol of romance: a heart-shaped diamond. Whimsical and sweet, a heart-shaped diamond is just what it sounds like: a stunning stone carefully cut into the shape of a heart. how are diamonds cut into shapes? Diamond cutting is essentially done by either cleaning or sawing a diamond with a laser or steel blade. There are many other key steps involved in the process, and it takes skilled hands to ensure that a diamond is faceted to high standards. frequently asked questions What Is the Difference Between Diamond Shape and Diamond Cut? The shape of a diamond refers to the external figure or outline of the diamond (pear-shaped, cushion, round). The cut of a diamond refers to the dimensions, symmetry, facets and reflective qualities of the diamond. Which Diamond Shape Shines the Most? Reflected by their widespread popularity, round diamonds are the pinnacle in brilliance. Most commonly cut

with 58 facets that reflect light, round brilliant diamonds are nearly unmatched when it comes to shine. [How Does Diamond Shape Affect the Price of a Ring?](#) A diamond's shape is one of the most important factors impacting price. Choosing a fancy-shaped diamond can actually save you more, compared to a round diamond of similar quality and size. Because fancy shapes, such as pear, oval and marquise, are elongated, they tend to look larger than round diamonds. [Which Diamond Shapes Are the Largest?](#) Marquise diamonds have the largest face-up area of any diamond cut — approximately 15 percent larger than round diamonds. They also cost less than round diamonds of the same carat. [schedule an appointment](#) Not sure what diamond shape is best for your partner's future engagement ring? No worries! Our team of jewelry experts can help you decide. [Schedule an online or in-person appointment today.](#) [Schedule now](#) [More advice](#) [engagement buying guide](#) [Finding the perfect engagement ring](#) can be overwhelming, but it doesn't have to be. [Learn more](#) [all about natural diamonds](#) What makes a natural diamond so special? [Let's find out.](#) [Learn more](#) [alternative engagement rings](#) From morganite to sapphire, there's a gemstone out there for everyone. [Learn more](#)

diamond grading chart and diamond certification No two diamonds are exactly alike, even if their size and chemical compositions are essentially the same. Diamond grading reports, based on internationally recognized diamond grading standards, provide buyers with assurance that they are purchasing a quality stone. Many of our diamonds have been graded by some of the most trusted third-party labs in the industry, such as AGS, GIA® and GCAL. For every graded diamond, we provide our customers with a grading report, which assesses a stone's quality based on several key factors. --> what is a diamond grading report? Diamond grading reports are obtained by submitting diamonds for evaluation at independent grading laboratories. These reports can help differentiate stones based on important characteristics that determine quality and aesthetic. what characteristics are included in a diamond grading report? After carefully assessing and analyzing a diamond, the grading lab issues a detailed report or grading certificate that includes ratings and scores for each of the fundamental characteristics of a diamond — that is, the 4Cs: cut, color, clarity and carat weight. --> carat weight This refers to the actual physical weight of the diamond. The most common carat weights range from .25–5 carats; however, Helzberg carries a wide variety of sizes. Shape and cut describe the diamond's shape. More than 50 percent of issued grading reports are for round brilliant cut diamonds, but numerous complex shapes can be identified. Diamond cuts are graded from “Fair” to “Excellent.” Some grading reports include proportions diagrams that break down a diamond's measurements, from the table to the culet (the small facet at the bottom of a diamond). --> color grade This measures the amount of natural color present within a diamond. From white to yellow, diamonds receive a grade, from D (colorless) to Z (light), for the amount of natural color they contain. Typically, the less natural color a diamond has, the higher its quality rating. Some grading labs also measure a diamond's fluorescence, which is how intensely the stone glows under UV light. Bluish fluorescence can make certain diamonds appear more colorless in natural daylight or under fluorescent lamps. This may make them more valuable than diamonds of a similar carat weight that do not have fluorescence. --> clarity grade This describes the internal and external characteristics of a diamond. Most diamonds will have grades ranging from “I” to “FL,” with “I” referring to a diamond with inclusions (or imperfections) and “FL” referencing flawless clarity. Some grading reports include plotting diagrams that map a diamond's clarity characteristics, which include not only the internal inclusions, but also the blemishes on the diamond's surface. --> cut grade This analyzes how well-proportioned the dimensions of a diamond are. Both polish and measurement affect a diamond's cut grade, typically ranging from “Excellent” to “Poor.” The polish score indicates the quality or degree of smoothness to which diamond facets have been polished. Measurement is a description in millimeters of the width and length (in the case of non-round stones) or diameter and depth (in the case of round stones). Diamond measurements can vary depending on cut. Diamonds that are cut to exacting proportions sparkle more. --> grading number Issued by a grading laboratory, this unique number is inscribed on the girdle of the diamond and can't be seen with the naked eye. The grading number links to a copy of the associated report held by the lab. Often available online, the report provides detailed graded information and comments that are specific to each unique diamond. frequently asked questions why would someone get a diamond certification or diamond grading report? Contrary to common misperceptions, diamond grading reports are not appraisals. They give an unbiased assessment of a diamond. Just as houses have deeds and vehicles have registrations and titles, it only makes sense that buyers would seek similar documentation for something as valuable as a diamond. A diamond grading report is your assurance that your diamond is a diamond. It also includes disclosures of any treatments used to enhance clarity or color. From the perspective of thoughtful buyers, a reputable diamond grading report gives clear evidence that may help their customer confidently purchase a diamond. Helzberg offers detailed reports for every graded diamond we sell. With ethical sourcing of our materials and strict diamond quality standards, we go above and beyond industry standards to provide each customer with the exceptional quality that has defined the Helzberg name for over a century.

why does helzberg use multiple labs? Our approach to fine jewelry is Quality Over Everything, which is why we partner with some of the diamond industry's most trusted, independent grading labs. Their sole purpose is to validate diamond quality through detailed grading reports. Though these reports include ratings or scores based on similar characteristics, the way they are measured differs from lab to lab — and from natural and lab grown diamonds to gemstones. We look to these experts to ensure you get the highest quality stone available, no matter which you choose. [more advice engagement buying guide](#)

[Finding the perfect engagement ring can be overwhelming, but it doesn't have to be. Learn more all about natural diamonds](#) What makes a natural diamond so special? Let's find out. [Learn more alternative engagement rings](#) From morganite to sapphire, there's a gemstone out there for everyone. [Learn more](#)

engagement ring buying guide An engagement ring is one of the most important purchases you and your partner will ever make. Here's everything you need to know about choosing the perfect ring for your unique love story.

1 How to set a budget: engagement ring cost there are no rules! Despite the old adage of spending three months' salary, there's no hard-and-fast rule about how much you "should" pay for an engagement ring. Everyone's search is unique, and we understand engagement ring cost may be an important consideration in your journey. Our jewelry experts can help you find a diamond or other gemstone that balances size and quality at a price that fits within your budget.

2 How to choose an engagement ring stone

Learn the 4Cs of diamonds Understanding the 4Cs of diamonds will affect how you select your engagement ring. With any diamond, the 4Cs — cut, color, clarity and carat weight — work to decide value. Each factor plays a critical role in determining the brightness, fire and scintillation that gives a diamond that special sparkle. Learn more about the 4cs pick your diamond shape From traditional to novel, engagement ring stone shapes help determine a ring's aesthetic. Choose from classic shapes, such as round, oval, cushion, princess and emerald — or explore more unique shapes, including pear, marquise, heart, radiant and Asscher. Learn more Round Oval Cushion Princess Pear Emerald natural vs lab grown diamonds Natural and lab grown diamonds possess the same physical, chemical and optical properties. The key difference between the two are their origins. Learn more gemstone engagement rings There are a number of stunning stone choices for non-diamond engagement rings. A few of our most-loved gems include moissanite, morganite, blue sapphire, aquamarine and blue topaz. Learn more certification Helzberg Diamonds is among a select few jewelers to meet the rigorous standards that come with being a member of the American Gem Society. A nonprofit trade association of fine jewelry professionals, the American Gem Society is dedicated to setting, maintaining and promoting the highest standards of professional behavior and ethical conduct.

3 How to choose a diamond ring setting find your engagement ring style Whether it's a halo, solitaire or three-stone, style refers to a ring's overall design aesthetic the setting helps create. Certain styles are simple and elegant, making them perfect for people who appreciate timeless beauty Learn more choose your metal There are a variety of precious metals available for any style of engagement ring. The metal you choose will affect your rings design, durability and overall aesthetic. Learn more ring sizing guide It's generally better to buy a ring a bit bigger, since sizing down is much easier than increasing a ring's size. We have some great tips and tools to help you measure or estimate the right ring size for your special someone. Learn more

4 How to create your own engagement ring Create your own frequently asked questions are there different diamond types? Diamonds can vary in cut, color, clarity and carat weight. Each one of these factors plays a key role in determining the look and style of a gem. These days, you can also choose from natural diamonds and lab grown diamonds that have the same chemical, optical and physical properties as their natural counterparts. what if i want to customize my engagement ring? Create Your Own Helzberg Diamond Ring™ allows you to create a ring that's as unique as her. Our Custom Gemstone Jewelry lets you design a personalized piece of jewelry that includes a favorite gem, special birthstone or whatever you choose. does an engagement ring have to include a diamond? While diamonds are still the most popular options for engagement rings, some people prefer alternative engagement ring designs that showcase other types of rare gems. From precious rubies, sapphires and emeralds, to elegant aquamarine and blue topaz, there are a number of stunning stone choices for non-diamond engagement rings. Lab-created moissanite is also a beautiful diamond alternative for engagement rings. This magnificent gemstone delivers unsurpassed fire and brilliance and is second to only diamonds in hardness and scratch resistance, making it perfect for everyday wear. how can i find a diamond's grading report? Every graded diamond is inscribed with a unique grading number, assigned by the grading laboratory. This unique number links to a copy of the associated report held by the lab, which is often available online. Many of our diamonds have been graded by some of the most trusted third-party labs in the industry, such as GIA® and GCAL. For every graded diamond we sell,

we provide our customers with a grading report, which assesses a gem's quality based on several key factors is engraving an option? Yes. Helzberg Diamonds offers a great selection of beautiful jewelry that can be engraved, including engagement rings. When buying an engagement ring online, you will have an option to add a personalized engraving on the product page. You can also visit your nearest Helzberg Diamonds store to shop for engraved rings. [shop natural diamonds](#) [shop lab grown diamonds](#) [shop alternative engagement](#) [more advice pairing wedding bands](#) Find out how to harmonize your engagement ring and wedding band to ensure that they complement each other. [Learn more](#) [schedule an appointment](#) Talk to one of our Helzberg diamond experts in-person or virtually for a tailored engagement ring buying experience. [Learn more](#) [financing & leasing](#) At Helzberg, we can help you find the perfect ring and payment option based on your individual budget and needs. [Learn more](#)

Types of engagement ring styles Engagement ring styles have evolved since we opened our first store in 1915. After a century of service, the Helzberg name has come to stand for quality, knowledge and trust. But most importantly, at its very core, Helzberg Diamonds stands for love. When buying an engagement ring diamond, it is important to keep your preferences and budget in mind. The perfect diamond and ring setting come together to create a breathtaking engagement ring that your partner will love.

Solitaire engagement rings The classic solitaire style showcases a single diamond or gemstone set on a ring with no accent stones. Simple, classic and always in style. The most common technique for mounting a solitaire diamond is a prong setting (more on that later). [Shop solitaire engagement rings](#)

Halo engagement rings The halo engagement ring style features a diamond halo around a center stone. This creates a greater impact for your ring's overall look and will make the center stone look larger. [Shop halo engagement rings](#)

Double halo engagement rings Double halo engagement rings feature a secondary halo of diamonds encircling a first, making the center gemstone appear even larger and more brilliant. [Shop double halo rings](#)

Three-stone engagement rings A three-stone ring features three stones in the same or similar sizes, representing “yesterday, today and tomorrow”—a romantic symbol of your journey together. Like all of our engagement rings, the three-stone ring is highly customizable. [Shop three-stone engagement rings](#)

Vintage engagement rings Designed to look like heirlooms, vintage engagement rings are inspired by antique styles and the charm of the past. From Victorian-inspired rings to Edwardian engagement styles, a vintage engagement ring can be the one-of-a-kind style you're looking for. [Shop vintage engagement rings](#)

Matching bridal ring sets Some engagement rings come as a set with a matching band. If you want an engagement ring that has maximum glamour with minimal effort, then a matching bridal ring set is a fabulous choice. [Shop bridal ring sets](#)

Side-stone engagement rings A side-stone ring is a popular option for those who want more sparkle. Side stones can refer to stones that flank the center stone or smaller stones that accent the band and complement a center stone. [Shop side-stone engagement rings](#)

Diamond cluster engagement rings In a composite or diamond “cluster” ring setting, smaller diamonds are closely set together to resemble a larger single diamond. Diamond cluster rings contain smaller diamonds of equal size. These diamonds are clustered together to mimic classic center diamond shapes to dazzling effect. [Shop multi-diamond engagement rings](#)

Create your own Looking for a one-of-a-kind engagement ring? Then create your own! Partner with our jewelry experts to select your center stone and setting, then have it come to life with expert craftsmanship and quality. Get started

What is an engagement ring setting? The term “setting” refers to how a gem is mounted, or set, into a precious metal band. Ideally, an engagement ring's setting should showcase the beauty of the gemstone while reflecting the unique personality of the wearer. In addition to determining how the engagement ring will look, the setting will help determine what kind of diamond or gemstone you will buy.

Channel-set ring Channel settings do not include beads, prongs or any fixtures in between the stones. Instead, the gems are set adjacent to each other with only the minimum amount of space separating them. This row of closely set diamonds is secured in place by metal bars on either side. Channel-set diamonds are known for their continuous sparkle all the way around the ring band.

Cathedral setting ring The -->cathedral setting--> features a center gemstone flanked by metal arches that rise from the shank. This elevated profile secures the stone in place, while giving it a very distinct profile. It also creates what looks similar to a basket on the underside of the engagement ring. The setting is reminiscent of the lovely arches in ceilings and doorways of Gothic-style cathedrals.

Diamond prong setting types Prong choice is a very important part of the ring selection process. Strong prongs securely hold the gemstone while still allowing plenty of light to enter your diamond or other gemstone. Prongs can be placed at each corner of a ring, with four or six prongs evenly spaced around the stone. The most popular prong setting styles are four- and six-prong, although eight- and ten-prong styles can also be found. Prong shape will vary

according to design. The thicker and more numerous the prongs, the more durable the ring.

Shared prong Commonly used for larger gemstones, shared prong settings hold together several stones, with each one sharing a set of prongs next to it. The shared prong gives the compelling appearance of an array of gemstones spread across the ring finger with minimal metal exposed.

Single-shared prong Single-shared prongs also feature a series of gemstones, but with more metal between them. This type of shared prong setting is cost-efficient since it saves on materials and doesn't overwhelm the gemstones with the unnecessary installation of metal.

Pavé In a pavé setting, small gemstones or diamonds are held in place with very small metal beads. Because the gems are so closely set, it creates a "paved" look, which earns the style the French name of pavé. Pavé settings provide a twinkling, sparkly effect that makes a ring stand out.

Eternity Whether they're channel set, cathedral set or pavé set, eternity rings are designed to have no visible strip of metal on either side of the diamonds. Eternity rings can be set with diamond gems all the way around the band or with diamonds only halfway set across the visible side of the ring.

Frequently asked questions

What is the most secure diamond setting? When gems are aligned with the flat surface of the ring's precious metal, it is called a flush setting. These are the safest settings for people who work with their hands or lead active lifestyles. They are also less expensive ring settings compared to other options.

What is the most popular engagement ring style? While trends come and go, the striking diamond solitaire has long been a favorite when it comes to engagement rings. Solitaire settings look fantastic with almost any diamond shape, but they look especially striking with a round brilliant diamond.

Can I buy a ring setting without the stone? While most people prefer to purchase a setting and stone together, there are exceptions. For instance, some people already own a diamond or wish to source a stone from another existing ring. Helzberg sells settings without the stone in stores, but not online.

find a store How long does it take to set an engagement ring? Depending on each individual it can take a few weeks to a month or two. If a ring is in stock and pre-made, it will usually be shipped out within one to two weeks.

Not sure what diamond style is best for your partner's future engagement ring? No worries! Our team of jewelry experts can help you decide on the style that best suits them. Schedule an appointment online or in person today.

Schedule an appointment Schedule an appointment online or in person to discuss more about the different types of pearls Helzberg's carries and our pearl jewelry selection. Schedule now

More advice Engagement buying guide Finding the perfect engagement ring can be overwhelming, but it doesn't have to be. Learn more

All about natural diamonds What makes a natural diamond so special? Let's find out. Learn more

All about lab grown diamonds Everything you need to know about diamonds created in a lab. Learn more

jewelry metals guide At Helzberg Diamonds, metal choice in our jewelry is based on the type of product and how it will be used. For example, we set our engagement rings in gold or platinum so your ring will last for years and years. Diamond fashion jewelry, on the other hand, is most commonly set in gold, while silver is used to give you a large look at a great price. Of course, there are many types of jewelry metals out there for both women's and men's jewelry alike. Our quick guide to understanding metal types is here to help sort them all out. Let's dive in!

types of jewelry metals

Some of the most common metal types used to make jewelry are gold, silver and platinum. Others include titanium, tungsten, tantalum, palladium, cobalt, stainless steel and so many others. Each one has its benefits and differences surrounding durability, comfort, luster, beauty and cost.

types of gold metals

Gold purity is measured in karats. When a metal is 100% pure, like 24K gold, it is too soft and malleable to create long-lasting jewelry. Consequently, it must be alloyed with other metals to give it strength. Here's a quick breakdown of the different gold karats you'll encounter and what they mean: 18k gold 18 parts gold, 6 parts other metals by weight (75% pure) 14k gold 14 parts gold, 10 parts other metals by weight (58.3% pure) 10k gold 10 parts gold, 14 parts other metals by weight (41.7% pure) Gold is alloyed with specific metal types to give it a white, rose or yellow hue. Depending on your style or priorities, each of these colors offers distinctive characteristics and benefits.

white gold

White gold has a silver appearance and is composed of gold that is typically alloyed with white metals such as palladium, platinum, silver and nickel. It is also commonly plated with rhodium to add to its shine and hardness. This beautiful precious metal is a durable, affordable alternative to platinum. To maintain its lustrous silvery color, white gold rings must have their rhodium coatings re-plated periodically.

yellow gold

With its warm color and classic appeal, yellow gold is a popular fine metal that never goes out of style. It is typically alloyed with small amounts of silver and copper to make it more resilient and preserve its timeless shine. A staple of many jewelry collections, yellow gold can be used to craft intricate designs for a unique look. To keep your yellow gold pieces looking beautiful, have them polished to maintain their luster.

rose gold

Blushing, beautiful rose gold lends a hint of romance to any ensemble. It is alloyed with copper and silver, giving it a distinct pinkish hue, like a rose (hence the name). The copper is what gives it a memorable pink coloring. Strong enough for daily wear, rose gold has unmistakable vintage appeal, and its lovely color flatters most skin tones. While it looks gorgeous with diamonds, it is especially complementary of morganite and other gemstones.

platinum metal

Five times rarer than yellow gold, platinum is a luxurious metal of exceptional quality. Harder, heavier and far more scratch-resistant than other metals, platinum is a gorgeous, durable and hypoallergenic option known for its coveted white luster. Unlike white gold, naturally white platinum does not need to be re-plated or re-polished to avoid a yellow hue.

sterling silver

Like 24K gold, pure silver is too soft for making jewelry and will lose its shape over time. Sterling silver, however, is alloyed with metals like copper to create a harder metal. Sterling silver's affordability and appearance make it great for gift-giving.

vermeil

Featuring a thick, 2.5-micron layer of gold over sterling silver, vermeil (pronounced ver-may) is the highest quality gold plating technique in the industry. Durable enough for everyday wear, vermeil offers the look and feel of solid gold without the solid gold price tag. Vermeil is not flash plating, standard gold plating or gold-filled jewelry, all of which use a thin layer of gold over cheaper base metals like copper or brass.

types of alternative metals

These days, alternative metals are becoming more and more popular for men's bands because of their distinct appearances, durability and affordability. From tantalum and titanium to cobalt, zirconium, meteorite and stainless steel, the following metals offer unique options for a variety of personal styles and needs.

tantalum

First discovered in 1802, tantalum is rare, beautiful, shiny and dense. Extremely resistant to heat and wear, it has become a popular choice for men's wedding bands, thanks to its unique appearance and durable design. Somewhat darker than platinum, tantalum has a rich, masculine color. Tantalum can be polished for a brighter, glossy luster or treated to create a flat, matte finish, which brings out the metal's sleek, stylish texture. Shop tantalum jewelry

titanium

Titanium has superior

structural integrity and is three times stronger than steel. Titanium is also very lightweight (1/3 the weight of gold). Although a very hard and durable metal, titanium can still be scratched by abrasive materials like rocks or hardened steel tools. An exceptionally rare form of titanium, black titanium has become a popular variation of this popular rare metal. While most black titanium in the market is plated, Helzberg only offers Benchmark black titanium, a true black metal titanium that gets its beautiful look from a proprietary alloying and heating process.

Shop titanium jewelry

stainless steel Stainless steel is a metal composed of iron alloy and a minimum of 10.5% of chromium. The chromium makes the metal resistant to staining, corroding and oxidation. Stainless steel comes in many grades, meaning it has a variety of uses — including jewelry! This hard, durable and affordable metal is most commonly available in an attractive light gray, making it an appealing metal for men's jewelry.

Shop stainless steel jewelry

cobalt Often called cobalt chrome, this metal is an excellent choice for men's wedding bands. With its beautiful luster and high durability, cobalt looks similar to white gold and is a long-lasting choice that will maintain its beauty for years to come.

Shop cobalt jewelry

zirconium Often confused with titanium, zirconium is a refractive metal commonly used in industrial applications and, more recently, in jewelry. In its natural state, the metal is a silvery gray, but it attains a black appearance after a heating process. A durable, lustrous metal, black zirconium is a bold and handsome metal option.

Shop zirconium jewelry

elysium To create an elysium ring, thousands of diamonds are fused together with incredible heat under one million pounds of pressure. This creates a 100% diamond piece that's extremely lightweight, hypoallergenic and comfortable. Known for its signature black color, elysium jewelry requires no special care and will never dull, fade, scratch or change color. Elysium rings are the hardest and most scratch-resistant rings on the planet and cannot be resized by a jeweler.

Shop elysium jewelry

damascus steel Named for the capital city of Syria, Damascus steel refers to the forged wootz crucible steel used in the creation of blades and swords from ancient times. Made using iron alloys, modern Damascus steel jewelry is crafted by placing contrasting metals of various shades (often gray and silver) in layers. These layers are then bonded using high heat and shaped by a complicated and artistic process resulting in beautiful patterns.

Shop damascus steel jewelry

meteorite A meteorite is a chunk of debris from a meteoroid originating from outer space. Meteorite jewelry is usually made from iron meteorites. While there are all sorts of iron meteorites, some are more common than others, including Gibeon meteorite. A very compelling material for one-of-a-kind men's wedding bands, meteorite is an incredibly rare material billions of years in the making. Because it is exceptionally rare, meteorite jewelry is expensive. It also requires extra care due to its high iron content which leaves it susceptible to rust.

Shop meteorite jewelry

frequently asked questions

is silver a metal? Silver is a soft, lustrous, white transition metal valued for its electrical conductivity and decorative beauty. Sterling silver only contains 92.5% silver. The rest is usually made up of copper or some other metal.

is platinum a metal? Platinum is a lustrous, malleable, silvery-white, ductile metal. It is considered one of the transition metals, a group that includes silver, gold, titanium and copper.

is sterling silver stronger than white gold? Sterling silver is less durable than white gold, which usually comes with a higher price tag.

what's the difference between platinum and stainless steel jewelry? Stainless steel resists wear, dings, dents and scratches better than platinum. That said, while modern stainless steel jewelry can be very attractive, platinum jewelry still maintains a superior visual appeal and a higher monetary value.

which is stronger titanium or platinum? When it comes to durability, titanium is much harder than platinum. It doesn't scratch, damage or easily lose its shape.

--> schedule an appointment

Schedule an appointment online or in person to discuss more about moissanite stones and see Helzberg's selection of moissanite rings and jewelry today!

Schedule now

more advice

engagement buying guide

Finding the perfect engagement ring can be overwhelming, but it doesn't have to be. Learn more

all about moissanite

A stone with major sparkle all its own, moissanite is a popular diamond alternative. Learn more

natural vs. lab grown diamonds

Learn the difference between diamonds mined from the earth and diamonds grown above

ground. [Learn more](#)

natural vs. lab grown diamonds: What's the difference? Choosing the type of diamond that's right for you is a personal decision, but we want you to have all the facts! Let's break down the key differences between lab grown diamonds and natural diamonds so you can make the diamond purchase that's best for you.

lab grown & natural diamonds: The origin story Lab grown and natural, mined diamonds possess the same physical, chemical and optical properties. Quite simply, a lab grown diamond is just as real as a natural diamond! The key difference between the two are their origins.

natural diamonds natural diamonds lab grown diamonds lab grown diamonds Mined from the earth Grown in a lab Created over billions of years Created in months Prized for their rarity Offer incredible value similarities between lab grown and natural diamonds Both are real diamonds and no two diamonds are exactly alike. Both our natural and lab grown diamonds are ethically sourced. Helzberg uses third-party experts to grade both types of diamonds.

buying with confidence: Diamond certification Diamond certification from an independent, third-party diamond grading lab is just one of the ways to know that a diamond has been evaluated for quality. When searching for an engagement ring, you can buy confidently knowing that, in addition to being one of only two national AGS jewelers, Helzberg Diamonds only partners with the strictest and most highly trusted labs in the industry to ensure that both our natural and lab grown diamonds meet our unmatched standards of quality.

which type of diamond should I choose? Again, deciding on the right diamond for you is a personal decision. It's best to consider the various benefits of both natural and lab grown diamonds to decide which one you'll love the most!

more sparkle for your spend When comparing the two, you may be swayed by the fact that lab grown diamonds are real diamonds but cost less than their natural counterparts of similar carat weights and quality. The price-to-carat ratio of a lab grown diamond might be perfect if you have a set budget and want to maximize the sparkle of your diamond.

rare and finite On the other hand, the rarity of a natural diamond might be its most appealing characteristic. A finite number of natural diamonds exist in the world, making it a fitting symbol for your one-of-a-kind love. Ultimately, it's up to you to decide what matters most. Either way, you'll be selecting a gorgeous, high quality diamond that you and your significant other will love for a lifetime.

still need help deciding? Then a personal consultation with a jewelry expert is in order! Schedule an in-person or virtual appointment with one of our Associates to get all the help you need in deciding between a natural or lab grown diamond. Schedule an appointment Yes! (We're joking.) Neither type of diamond is superior to the other. They both have something to offer depending on what you're looking for. If you're intrigued by the rarity and beauty of a natural diamond that spent billions of years forming deep within the earth, then a mined diamond might be best for you. If you're fascinated by the scientific marvel of creating diamonds in a lab or by the fact that lab grown diamonds often cost less than their natural counterparts, then a lab grown diamond might be the way to go. Either way, you can't go wrong!

frequently asked questions can you tell the difference between lab grown and natural diamonds? Chemically and visually, lab grown and earth-grown diamonds are indistinguishable from each other. Even with special, highly advanced equipment it's nearly impossible to tell the difference between the two.

which are better: lab grown diamonds or natural diamonds? Yes! (We're joking.) Neither type of diamond is superior to the other. They both have something to offer depending on what you're looking for. If you're intrigued by the rarity and beauty of a natural diamond that spent billions of years forming deep within the earth, then a mined diamond might be best for you. If you're fascinated by the scientific marvel of creating diamonds in a lab or by the fact that lab grown diamonds often cost less than their natural counterparts, then a lab grown diamond might be the way to go. Either way, you can't go wrong!

Shop natural diamonds Shop lab grown diamonds Create your own More advice learn the 4cs Find out how a diamond's cut, color, clarity and carat weight impact its quality. Learn more engagement buying guide Popping the question but unsure what to do first? Here's the perfect place to start. Learn more all about lab grown diamonds Everything you need to know about diamonds created in a lab. Learn more

Ring size guide Choosing the proper ring size is an essential step in the jewelry-buying process, whether you're shopping for a smaller women's ring size or a larger men's band. When it comes to figuring out your ring size — or that of your special someone — we've got you covered with easy-measuring tips and tools.

How To Figure Out Ring Size Wondering "how do I know my ring size?" The best way to correctly measure your finger size is to visit your local Helzberg Diamonds store. Our knowledgeable associates can help you determine the right size for diamond engagement rings, wedding rings, bands, or fashion rings. Not located near a Helzberg store? Here are some other ways to measure your ring size at home.

How to measure ring size at home There are a few easy tricks to get a fairly accurate idea of your ring size at home. One way is to find an existing ring that fits correctly on the exact finger you want to measure. Then, you'll match the inside edge of that ring to the correct diameter on a printable ring size chart. You can also separately measure the inner edge of the ring and use that number (in millimeters) to determine the correct ring size. If you don't have a ruler, you can also use a strip of paper or a string to measure your ring finger.

Print The Ring Sizing Chart How to measure ring size with string

- 1 Cut a small strip of flexible string, ribbon, thread or dental floss.
- 2 Wrap it firmly (but not too tight) around your ring finger.
- 3 Compare your measurement with Helzberg's ring sizing chart. Double and triple check for accuracy.

Ring sizing tips The average ring size for women is a 6, while the average ring size for men is an 8, but this can vary considerably based on the person's build. Here are a few things you should consider to ensure an optimal fit: Use an existing ring that fits correctly on the finger that you want to measure. Be sure to account for the width of bands or stacking rings. Ensure the rings fit comfortably and are snug enough to stay on but loose enough to fit over your knuckle. Remember that engagement and wedding bands are traditionally worn on the left-hand ring finger, while fashion rings can be worn on any finger on either hand.

How to find ring sizes with help from Helzberg In-Store Measurements The most accurate way to get a proper fit is to visit us at your nearest Helzberg Diamonds location. One of our Associates will find your ideal ring size while accounting for knuckle size, changes in seasons and other factors that can affect your diamond ring size.

Find ring sizers near you Printable ring size chart Can't make it into a Helzberg store? Use our printable ring size chart and match the inside edge of the ring to the correct diameter shown. Download the ring size chart Free mailed ring sizer If you aren't able to print our complimentary ring sizing chart, you can request a complimentary ring sizer mailed to your door. Find your perfect fit by requesting your free plastic ring sizer (U.S. only). Please allow 10-14 business days for delivery. Order now Ring resizing When a ring doesn't fit a finger well may need to be resized. It's usually best to buy a ring a bit larger, since sizing down is much less complicated. How much does it cost to size a ring? Since jewelers have to add more material, it typically costs more to make a ring larger than to reduce its size.

How to resize a ring Jewelers use various methods to resize rings. If the ring is too big, they will remove a small portion of the shank. If the ring isn't big enough, jewelers will typically cut the bottom of the ring and add a tiny piece of metal to the shank. We want you to feel confident in your ring purchase, which is why we're proud to offer an invaluable Lifetime Care Plan that covers resizing or reshanking rings. This Lifetime Care Plan also includes all inspections, cleanings and covered repairs and services. Depending on the type of jewelry you plan to have covered by the Lifetime Care Plan, coverage will include resizing or reshanking of rings, along with the replacement of lost or damaged diamonds and gemstones. --> schedule an appointment Schedule an appointment to discuss your future ring and see Helzberg's selection of rings today! Schedule now Frequently asked questions what do i do if i ordered the wrong ring size? In many cases, you can exchange the ring for the correct size. If there is not a similar option available in the size you need, Helzberg can resize the ring according to your specifications. what ring sizes does Helzberg Diamonds offer? Helzberg offers a broad range of ring sizes to suit the unique needs of our customers. We can also resize rings to ensure a comfortable fit. how are rings sized? Rings are usually

measured by their inner diameter in millimeters. In the U.S., ring sizes are obtained using a numeric scale based on quarters and half units. are men's and women's ring sizes the same? Jewelers use the same size chart for men and women. That said, women generally prefer narrower bands because they tend to have smaller fingers. The average ring size for women is 6, while the average ring size for men is an 8. how much does it cost to size a ring? This depends on whether you are increasing or decreasing the size of the ring. If the ring is too large, jewelers can remove a small portion of the shank. However, if the ring is too small, jewelers have to cut the bottom of the piece and add a small amount of metal to the shank. Helzberg offers timely resizing services that typically exceed our customers' expectations.

diamond guide: the 4cs of diamonds A breathtaking center stone in an engagement ring or a sparkling accent in a delicate gold pendant, diamonds are forever treasured and always on trend. Read on to learn how to assess the quality of a diamond, so you can choose the right stone for your budget and style. buying a diamond Everyone wants a diamond with optimal fire, sparkle and brilliance. With so many options, however, choosing a quality stone can feel overwhelming. While everyone's diamond search is unique, it helps to understand what makes one diamond superior to another, so you can make an informed purchasing decision.

what are the 4cs of diamonds? The 4Cs of diamonds are the universal methods for assessing the excellence of any diamond, anywhere in the world. With every diamond, cut, color, clarity and carat weight work to determine its value. Basically, the 4Cs of diamonds are how gemologists measure diamond quality.

diamond cut This describes the polish, symmetry and proportions of the diamond, which ultimately determine its brilliance, fire and sparkle. A skilled cutter uses precise workmanship and artistry to fashion a diamond so it delivers maximum visual effects, including brightness (external and internal reflected light), fire (the scattering of light into each color of the rainbow), and scintillation (the sparkle and pattern of light produced by reflections within the diamond).

diamond cut quality The cut grade depends on the quality of a diamond's finish, proportions and symmetry. When a rough diamond reaches the hands of a diamond cutter, they create the shape and cut of the diamond. A well-cut diamond will appear brilliant and sparkly, while a poorly cut diamond may appear dark and dull.

types of diamond cuts If the cut of a diamond is too deep, some light escapes through the side of the stone. If the cut is too shallow, light escapes through the bottom of the stone before it can be reflected, thus reducing its brilliance. The pattern of cut surfaces — or facets — represents the quality of the cut and has a direct effect on the overall brilliance. With well-proportioned cuts, light reflects from one facet to another, then back through the top of the diamond.

Superior Cut Diamond Shallow Cut Diamond Deep Cut Diamond Each grading lab uses their own grading scale and terminology to determine a diamond's cut, based on the level of precision (or the quality of the cut).

diamond color Almost any naturally occurring diamond has some amount of color. How much determines the quality of the diamond. While there are colorless diamonds, they are exceptionally rare. Anytime you purchase a diamond, you should expect it to have at least some trace amount of natural color.

what is diamond color? Natural diamonds are the product of geological processes that take billions of years to complete. The chemical and physical processes yield a wide array of stones which all include some varying amounts of color. In most instances, the less color a diamond has, the higher its quality rating.

diamond color chart Diamond buyers use a chart to rate a diamond's quality based on the amount of color present within the stone. From white to yellow, diamonds receive a grade, from D (colorless) to Z (light), for the amount of natural color they contain. Most diamond buyers prefer colorless to near-colorless stones, with diamonds graded I and J offering optimal value for a customer's budget.

Colorless (D E F) Colorless diamonds have little to no yellow/brown tint or hue to the stone. To the naked eye, they resemble a drop of pure water. Because they are so rare, colorless diamonds are often the most valuable.

Near Colorless (G H I J) Near-colorless diamonds contain small traces of yellow/brown tint that is difficult to see with the naked eye. These stones make up only 2–3 percent of all natural diamonds, so they offer rarity at often the best value.

Faint (K) Faint diamonds fall in the middle of the diamond color chart. Unmounted faint diamonds often have a faint yellow/brown hue that is visible to the naked eye. Once mounted, these warm stones offer great value, as the color is often difficult to see with the untrained eye, unless compared right next to a stone in the near-colorless or colorless range.

diamond clarity Every diamond contains small blemishes (external) and inclusions (internal) that define their clarity. The fewer imperfections a diamond has, the more valuable it is. The more imperfections a diamond has, the lower the clarity grade.

what is diamond clarity? This describes the internal and external characteristics of a diamond. A grade is assigned to each stone, with "IF" referring to a diamond with inclusions and "FL" referencing flawless clarity. Diamond buyers will choose stones with some inclusions to offer

the best value to their customers. At Helzberg, we offer a variety of diamond clarities sure to fit any budget.

diamond clarity grades Diamond clarity grades are measured by the amount of inclusions, or imperfections, in a stone. The below table provides definitions for each of the common diamond clarity grades, so you can thoughtfully consider how visible imperfections will be.

diamond clarity chart FL, IF These are flawless diamonds, no matter how closely you look. Flawless and internally flawless are the highest, and rarest, diamond quality clarity grades.

vvs1, vvs2 These diamonds have very slight inclusions, visible only under a microscope. These inclusions are difficult for even a trained gemologist to see.

vs1, vs2 These are very slightly included, difficult to see with the naked eye and somewhat difficult to see under a microscope.

si1, si2 These imperfections can be seen by the trained eye under 10x magnification. They might still be visible to the naked eye, but harder to see in diamonds smaller than 1 carat.

i1, i2, i3 These inclusions are very easy for a trained eye to see under 10x magnification. They are also often visible to the naked eye, and in the case of I3 diamonds, the inclusions may affect the structural integrity of the diamond as well as impact its brilliance.

diamond carat weight When most people think about diamond quality, their minds immediately focus on carat weight. While other factors are also important, carat weight is one of the most significant characteristics in determining a diamond's quality and price.

what is a diamond carat? This refers to the actual physical weight of the diamond. The larger the carat, the pricier the diamond, although the other Cs can also work to influence the final price.

diamond carat chart Diamonds are available in a variety of sizes, but the most common diamond sizes range from .25 to 5 carats. A Helzberg jewelry expert can give you precise weights based on the shape and carat of a particular diamond.

0.5 carat 1 carat 2 carats 3-carats 4 carats 5 carats

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What makes a natural diamond so special? Let's find out. [Learn more about lab grown diamonds](#)

Everything you need to know about diamonds created in a lab. [Learn more lab grown diamonds vs natural diamonds](#)

Learn the difference between diamonds mined from the earth and diamonds grown above ground. [Learn more](#)