

# Unconventional Love

A collection of rings that show  
love beyond carats.



olenka  
janus

# *Showing commitment...*

Engagement rings became popular in the '30s and '40s, largely thanks to De Beers and their famous slogan "A diamond is forever." This led to the idea that a diamond ring should cost one month's salary, making engagement rings not only symbols of commitment but also of wealth. The iconic Tiffany & Co. solitaire diamond ring has become the standard image of an engagement ring, even showing up as the ring emoji. However, with this collection, I aim to show that rings are art, and any ring—diamond or not—can serve as an engagement ring.



*...and Wealth.*

# The Unconventional



# Beauty in Love





“Diamonds last forever...”

Thanks to De Beer's influence, Diamonds have been regarded as “everlasting”, even when they are indeed susceptible to degradation and even chipping. Most other precious gems are just as able to withstand everyday wear.

If there are other precious stones that captivate you more than Diamonds... Please do not hesitate to opt for them instead. As you can see, these colored precious stones are just as able to be stunning.

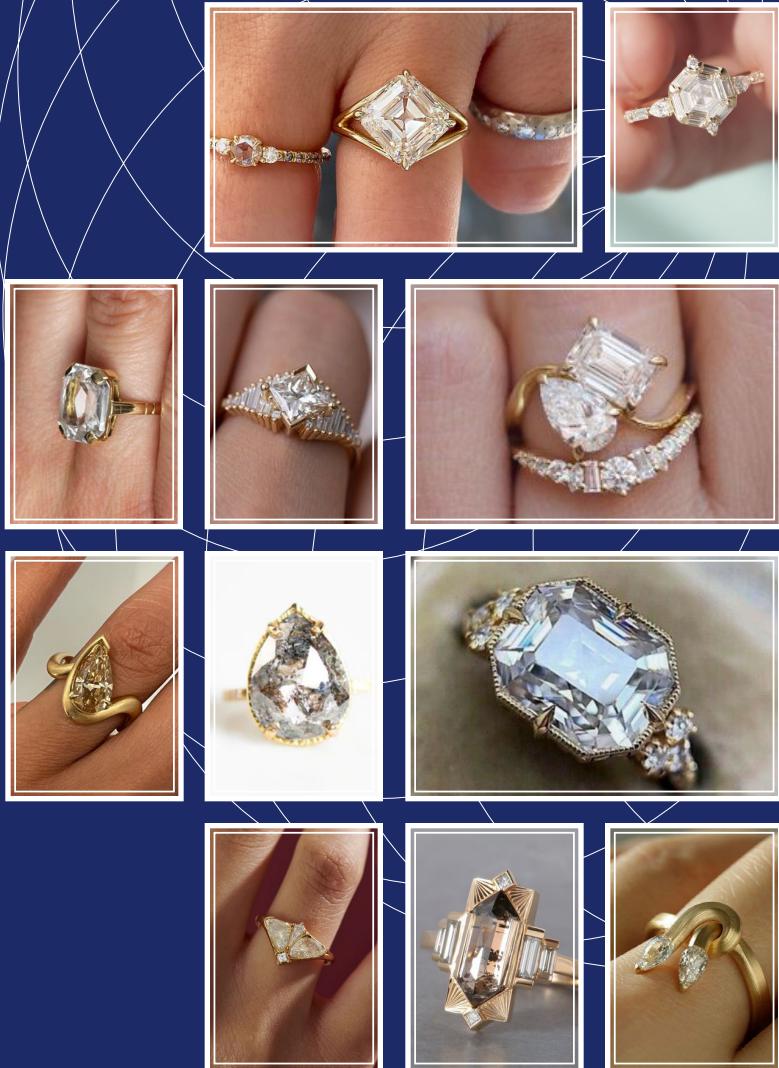
These do too.



# If it's not round, it's wrong...

Despite the main stone being expected to be a diamond, the shape of the diamond is also expected to be round. Round diamonds are preferred over other shapes because their facet count facilitates light to display the fire of the stone (color reflection) to be appreciated from more angles.

However precious stones are cut in a variety of shapes. Some of them are shown here. These can create a very interesting design structure for the jewelry piece itself, rather than only displaying the specs of the diamond.



# BIG OR GO HOME.



These pieces break away from the visual expectations set by Tiffany & Co rings, showcasing intricate craftsmanship and exuberance from every angle. The De Beers diamond, if present, plays a secondary role in the design. This shows that even for those who love bold, attention-grabbing jewelry, a huge diamond isn't the only option. (Though, admittedly, pieces like David Webb's are not affordable)





## Subtle Statements



If you prefer a more “understated” beauty, these rings might suit you better. They defy the usual expectations, even with a round solitaire diamond, by using a bezel setting—a frame instead of prongs—or incorporating intricate, subtle metalwork that shifts focus from the stone.



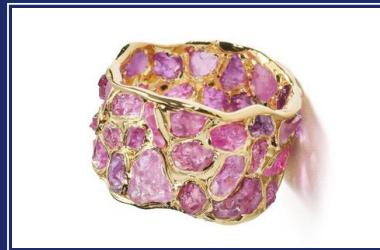
Maybe you’re in between and want to make a statement, but not an overwhelming one. The rings on the right, with clusters of bezel-set stones or bold metal paired with delicate gems, add a pop of color that enhances your look without dominating it.



# Organic like the Self...



Or maybe you just want to tune-in with yourself, and showcase the organic nature of love. These rings perform fantastically evoking naturalistic elements into their craftsmanship. The incredible texture of the gold plates, some even embracing rust.



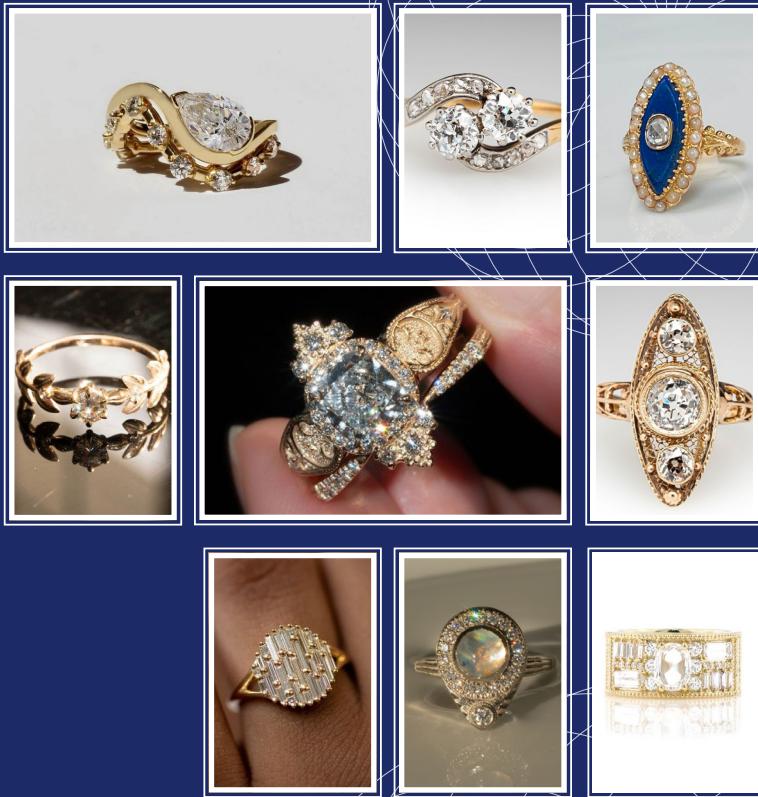
These rings stretch the visual representation of a ring jewelry design, the setting of the piece itself often playing with the shape of the ring itself, rather than just experimenting with the face of the ring, or the arrangements of the stones.



# Intricate like the mind

As you can see in this spread in these predominantly art-deco style ring settings, the collaging of different stone shapes, and the creative framing of the metal arranging them against each other in rhythmic compositions, a gold diamond ring can perfectly break the semiotic standard without venturing too far.

Furthermore, and fairly, diamonds are valid and breathtakingly beautiful building blocks of intricate works of art.



# Complex like love

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