

BRESLAUER & WARREN

— JEWELLERS SINCE 1919 —



CUSTOM JEWELLERY DESIGN HANDBOOK



BRESLAUER & WARREN JEWELLERS

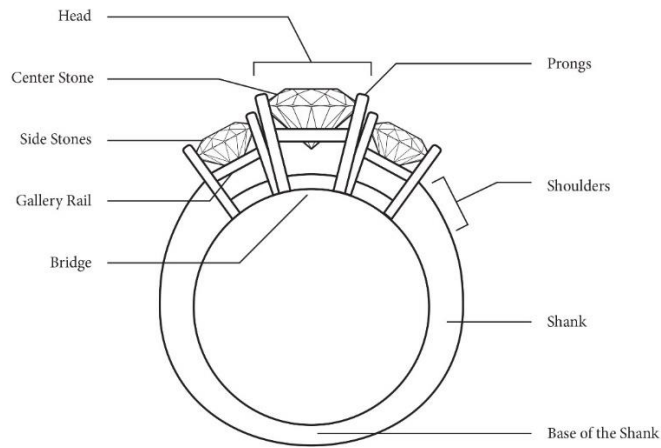
403-252-4098 | CONTACT@BRESLAUERWARREN.COM

#104, 202 – 6 Avenue SW, Calgary AB T2P 2R9

Custom Ring Design

Breslauer & Warren is happy to offer our clients personalized service and custom design for the jewelry piece of their dreams, with a turnaround time of 2-3 weeks.

Anatomy of an Engagement Ring

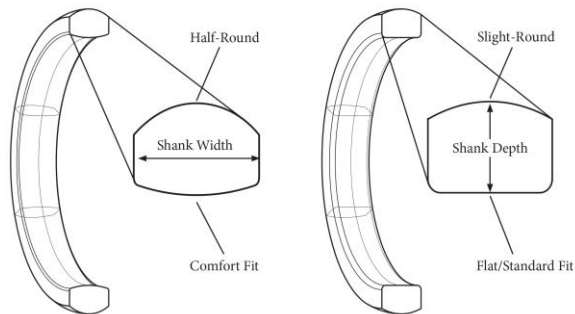


Shank Metal

Metal: 10kt Gold, 14kt Gold, 18kt Gold, Platinum

10kt (Yellow, Rose, White)	Stamped 10kt or 417
14kt (Yellow, Rose, White)	Stamped 14kt or 585
18kt (Yellow, Rose, White)	Stamped 18kt or 750
Platinum (White Only)	Stamped 950/999

Shank Width



We recommend a comfort fit band

Shank Styles



Traditional



Euro-Style



Cathedral



Straight



Tapered



Reverse Tapered



Split



Freeform



Pinched



Flair



Bypass

TYPE OF RING SHANKS

A shank is what encircles your finger, typically known as the band.



Straight Shank



Tapered Shank



Knife-Edge Shank



Bypass Shank

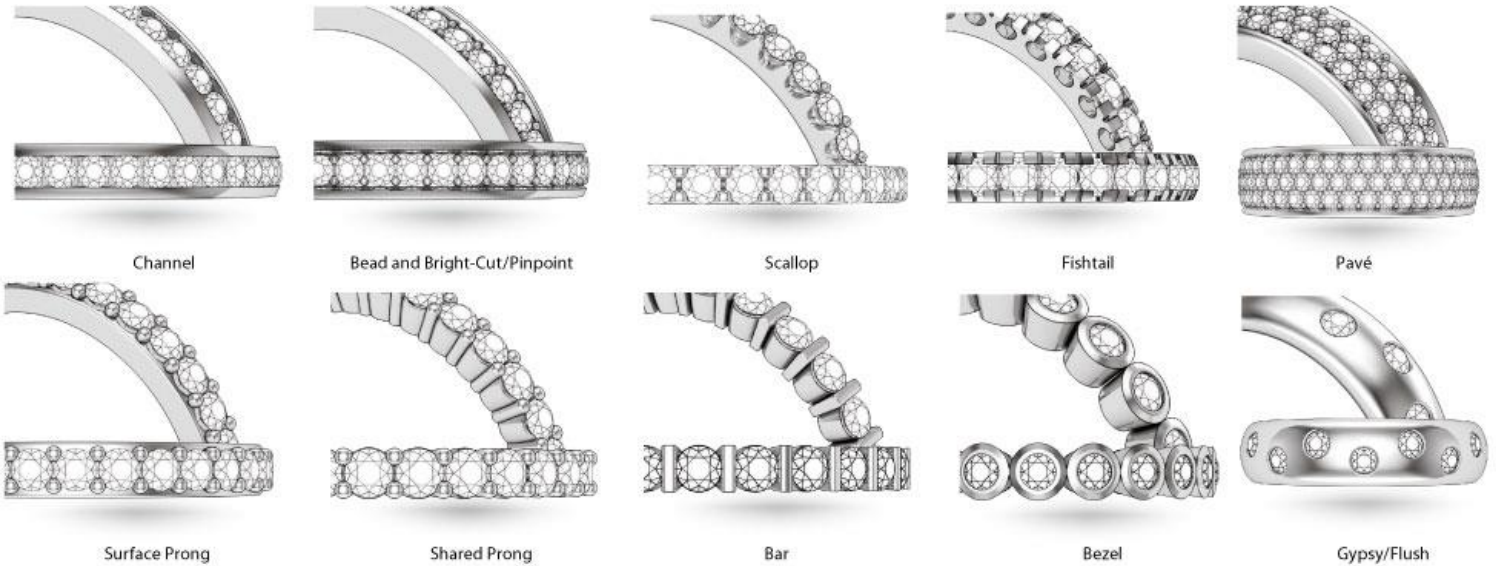


Split Shank



Pinched Shank

Diamond Bands – Settings in the Shank



Delicate French V Split



Pavé Setting
(3 or more rows of diamonds)



Surface Prong Setting



Shared Prong Setting



Bar Set



Bezel Set

***Note – Pavé set rings can be difficult to maintain. Most often have sizing limitations due to the flush settings of diamonds and shared claws. Diamonds can fall out over time and with heavy daily wear.**

All of our custom work and jewelry are all expertly crafted with through our custom design studio in New York City, who have been manufacturing fine jewelry for 83 years.

Men's rings and simple bands can be also be custom created for any occasion.

Ring Crown and Stones



Basket



Peg Head



Decorative



Bezel



Half-Bezel



Bar/Channel



Bright-Cut



Bridge Accent



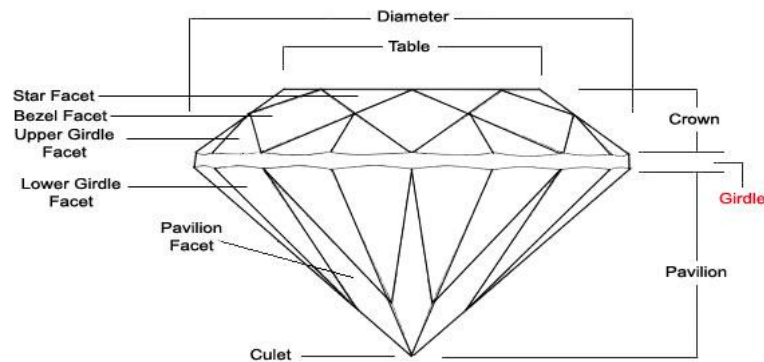
Illusion



Channel








Trellis



We pride ourselves on carrying the best quality of stones, that's why we hand select the finest Diamonds.

You can be confident when choosing Breslauer & Warren you are getting exceptional quality at an unbeatable price.

GIA CLARITY GRADING SCALE

GIA	FL-IF	VVS ₁	VVS ₂	VS ₁	VS ₂	SI ₁	SI ₂	I ₁	I ₂	I ₃
Clarity Grading Scale	Internally Flawless	Very Very Slight Inclusions		Very Slight Inclusions		Slight Inclusions		Imperfect		
										

GIA COLOR GRADING SCALE



D



G



S



N

colorless

near colorless

faint yellow

very light yellow

light yellow

Our Standard Quality

Our Standard Quality

Diamond Cuts



ROUND



OVAL



CUSHION



BAGUETTE



HEART



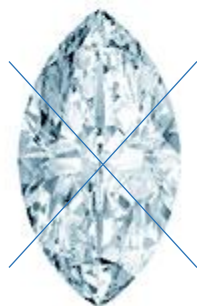
PRINCESS



PEAR



TRILLION



MARQUISE



EMERALD



ASSCHER



RADIANT

Heart Shaped and Marquise Shaped Diamonds are very hard to care for and not recommended for custom. This is due to the sharp points present on the stone, Princess Cuts can have the same issues with chipping as well.

Lab Grown Diamonds

Breslauer and Warren Jewellers is happy to offer our clients Lab Grown Diamonds. Responsibly and sustainably sourced, lab grown diamonds are a perfect alternative for high quality diamonds at a competitive price over mined diamonds. Lab grown diamonds are conflict free and created used cutting edge technology.

Lab grown diamonds are atomically identical to mined diamonds, impossible to distinguish from mined.

Because they are lab grown they also have higher starting quality and impeccable provenance.

Each Lab Grown Diamond is completely unique, and cut to perfection to maximize the brilliance, scintillation and fire.

Our diamonds are hand selected to have no post growth treatments.

All Diamonds; both mined and Lab Grown, over 0.75ct are certified by the International Gemological Institute (IGI) and The Gemological Institute of America (GIA).

Appraisals, Certificates and Insurance

Appraisals are a Jewellers opinion of the jewellery, the stones and value.

A proper appraisal of your jewellery should be completed by a certified Gemologist.

This value tends to align more with the price of gold and provides you with an estimated replacement retail value, it accounts for the complete piece of jewellery rather than just the stones or metal.

An appraisal is what is used to insure your jewellery under your home owners **insurance**.

For further details on insuring your jewellery, please contact your insurance broker.

Certificates are typically just for your diamonds or other precious stones.

A certificate is a document describing the specific features of a stones, its dimensions, carat weight, inclusions, brilliance, color, clarity etc.

Certificates can also show specific place of origin.

A certificate is not an appraisal, but may also be used for insurance purposes.

Not every stone has a certificate, only specific stones of greater quality and size have certificates.

[Thinking About Shopping Online? Know the facts before taking the risk.](#)