



**HOW TO PROPOSE AND CHOOSE AN ENGAGEMENT RING  
SHE'LL FALL IN LOVE WITH**



## Introduction:

Face it. You have NO CLUE what you're doing.

But that's OK. You're in LOVE. YOU KNOW that much. Just deciding you're ready to pop the question is the hardest part. At least you've NAILED the decision stage. **Now, to pull off the delivery and choose the perfect ring.**

No worries. *We've got you, every step of the way.*



There are so many nuances involved. The truth is purchasing engagement or wedding rings can be kinda tricky. How many carats do you want? What kind of cut should you get? HOW MUCH SHOULD you spend?

It can be a lot to take in. But the good news is you don't need to spend a fortune. One of the first steps is to set a budget you're comfortable with. **No matter your budget, there are tricks and insider buying tips you can use to choose the perfect ring that's also affordable.**

No worries! *She'll absolutely love it – and you won't have to annihilate your credit score to be happy. Who knew?*

Let's break it all down. This Guide will walk you through everything you need to know. **Learn how to choose the perfect ring she'll love without going broke!**

## How to Pop the Question with Confidence

*The moment you propose is going to be something you'll both remember for the rest of your lives. Should you prepare an elaborate speech, learn dance choreography, hire that Righteous Brothers cover band to hide in the bushes?*

Probably not. It's best to keep it simple. You're already going to be nervous – no need to break a leg to impress her. **Just get down on one knee and be yourself.** It's YOUR beating heart on a platter. You're the **ONLY YOU** she needs.

## The Right Place at The Right Time

The first step is to choose a romantic location – someplace she loves, a spot that has special meaning for you both, perhaps somewhere gorgeous and breathtaking. It can be as simple as the place you had your first date, her favorite restaurant, *a scenic stroll in Cleveland's Viaduct Park right in front of that beautiful waterfall.* Make it  absolutely perfect.

**Timing is everything.** Try to coordinate your proposal around something special, say a meaningful anniversary, a romantic trip or time spent together. **Avoid stressful moments** like when she's in the middle of a big deadline, a school project or career challenge. *You want to rock her world – not crash it.*

**But most important of all – be natural.** That's easier said than done, but the smoother you feel, the better assured she'll be. Relax. If you've played your cards right, she's already expecting it. *It's like a dance. Take the lead, follow the flow; move in time with the music.*



## How to Choose an Engagement Ring and Not Screw It Up

It's tough lay  a bunch of money on a ring before you've even popped the question. This is a big decision. Where do you begin? What's her ring size? Do you have any clue what kind of diamond she'd like?

If you're not sure, the best advice is to keep it simple. Play it safe. You can always upgrade later when you've gotten more of her input. If you'd like something for ceremony's sake, ask for a ring box from the jewelry store you plan on getting the ring. You can place something basic inside, say a dime store trinket just so she can imagine the real stone on her finger.

You could also give her a solitaire and have the stone res  ter. There's low commitment in terms of cost and labor. "Find a stone that you like and can afford," says Jason Grajzl, a third-generation family jeweler at the Jewel House in Cleveland. "You can always add more elaborate detailing later if you want something fancier."



Take a peek at what she currently owns to get a sense of her style. Snatch an inexpensive ring off her dresser to bring in for sizing.

"We don't like to guess," says Jaime Sawka, a jeweler at the Jewel House in Cleveland. "The more we know, the better. We can always give you the ring at an average size as is. If she's s  iller than that, we can put on a ring guard to adjust it later. As long as it's not too small, we can always resize it."

### Don't Sweat It. This is SUPPOSED TO BE FUN!

Look, guys – we understand. No matter your budget, a ring is no small ticket item. **The pressure can be tremendous.** That's why it's *so important to keep the mood light*. This is serious stuff, but it's best to keep the mood playful and enjoyable. Be romantic and have fun.

Make it a date – dinner, flowers, the works – and then pay a visit to your local jeweler together. That way the two of you can both look at the options and share this moment as a connective experience you'll both remember. *It's fun and romantic – and a perfect opportunity to show off your charm.*

This is not like buying a car – you’re both forging wonderful memories together. It really shouldn’t be a high-pressure sale. The experience is part of the whole thing. Have fun. Laugh. Explore. It’s all part of the journey. *Love’s a roller coaster – and the ride of your life. Have a blast!*

## Seeing is Believing: Always Visit a Store in Person

These days, you can order just about everything online – even diamond rings. But here is the thing: Those photographs on the website are designed to showcase a perfect look. The jewelry is blown up 10 times its size; lighting is perfectly aligned to hide any flaws. *Everything’s tweaked to make an impression by a professional photographer. Sometimes it’s even Photoshopped.* 📱

The difference between online 📱 and real life can be like Kim Kardashian on the cover of *TMZ* or *Kim* before she’s had any 📱 fee or lip gloss. **Reality can sometimes be underwhelming.**

*When you see a ring in person, it’s a lot easier to judge for yourself with your own two eyes.* There are no fancy camera angles or filters. It’s right there under the glass, or shining on the end of her finger as she tries it on.

Most importantly, you can have a face-to-face conversation with the jeweler – someone trained in the craftsmanship of rings, diamonds, and jewelry. Together, you and your fiancée can discuss with the jeweler what you’re looking for in a ring, what styles you prefer, 📱ys you can personalize the design. *He or she can suggest tips to fulfill your dreams and still be within your budget.*



Should you go in together as a couple?

“I think you know if you need to,” Grajzl says. “If you come in alone and find you’re second-guessing yourself, take a step back. Do some reconnaissance if you need to. Drop some hints

and see how she responds. Some women prefer to choose. Others like the  to do it. It really depends."

## Choosing the Perfect Ring for Style & Function

What look are you trying to achieve? Do the two of you plan to wear your rings daily? Do your occupations involve a lot of stress on the hands? If so, a less elaborate design may hold up better over the years. Tiny stones and filigree metalwork may require more repair work in the shop over time.

"The most important thing is that a ring looks nice and is well made," Sawka said. "We're jewelers. Quality craftsmanship matters to us. We want it to last because we'll be fixing it if it falls out."

Talk with your jeweler to discuss styles and diamond types, whether you want a traditional, simple or elaborate mounting.

## Choosing the Right Diamond Type

The various types of stones available include:



**Round** – This ular diamond shape features a brilliant cut and exceptional sparkle.



**Princess** – This popular square cut diamond features a modern, streamlined edge.



**Emerald** – This unique diamond features an eye-catching Art Deco look. Clarity is essential with this cut since small flaws can be slightly more visible.



**Asscher** – This unique, hard-to-find diamond features an Art Deco-inspired look, similar to the Emerald cut. The octagonal cut can look square from a distance.



**Oval** – This brilliant cut makes the most of each stone's sparkle and provides an illusion of elongating the wearer's finger.



**Marquise** – This less common but unique cut sets the wearer apart and makes any diamond appear larger in size, with similar elongating effects as the Oval cut.



**Pear** – This classically romantic cut has the beautiful sparkle of a round diamond with a slimming effect on the finger.



**Heart** – This unique and romantic cut can be charmingly sentimental.



**Triangle** – Rarely seen as a solitaire or center stone, this cut can be popular as a side stone or on a pendant or as an edgy modern engagement ring when set in a bezel setting.

## The 4 Cs of the GIA

Independent and nonprofit, the GIA (Gemological Institute of America) is considered the final word on a diamond's authenticity and quality. The quality of each diamond is measured according to the 4Cs:

- **Color** – Ranging from nearly colorless to tints of yellow or brown, color grades are determined when compared to a master set. Ranking D, H, N, or Z, each letter grade represents a range of color and how noticeable a color is, from the most colorless to light yellow or brown.
- **Clarity** – Ranging from Flawless to i3, clarity is measured by 11 grades that rate the quality of internal or external characteristics that are a byproduct of the diamond's formation under pressure. This helps gemologists separate natural diamonds from synthetics and simulants, and identify individual stones.
- **Cut** – Ranging from Excellent to Poor, the Cut measures the quality of the diamond's surface as it reflects light, which affects beauty and appeal. Fine proportions, symmetry, and polish can increase brightness, fire, and scintillation.
- **Carat Weight** – Each Carat weighs 200 milligrams. For diamonds less than a carat, each is divided into 100 points, like pennies to a dollar: 0.75 ct = 75 points, ½ ct = 50 points.



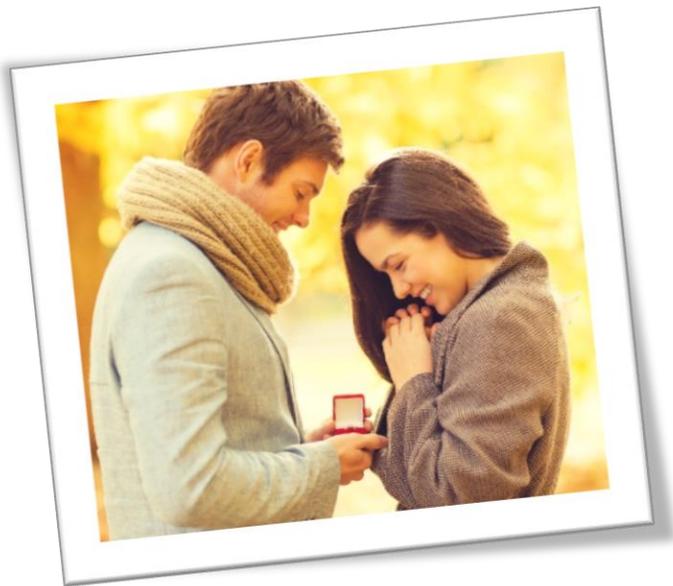
"When considering a round stone, it's best to go with a better cut over size or color clarity," Grajzl said. "In terms of geometry, there's an ideal cut for round stones because of its brilliance and higher perceived value."

## A Ring She'll Love – a Ring You Can Afford

When you really break it all down, a diamond is not a utilitarian object. **Jewelry is a lot like poetry** – its true value is best measured by how it makes you feel, the inspiration it gives her, the sentimental meaning it holds for you as a couple. *In the end, your rings are a symbol of your love together– not a calculated mathematical appraisal.*

Don't sweat a smaller budget – whatever you can afford is the ideal choice. "If you're draining a bank account over a 5-carat stone, that's not going to make the two of you happy in the end," Sawka says. "It's all about perspective, the meaning behind the object. We can help you create something beautiful and meaningful, no matter your budget."

A ring can be as simple as a steel band engraved with something unique and personal to you as a couple. You can also set surprise stones – a modest diamond on the inside of a ring that isn't showcased but provides special sentimental meaning to the wearer.



Another approach is to choose 3 smaller diamonds rather than one larger stone. "In terms of value, a three-stone ring provides a nice look at a much more affordable price," Sawka says.

You're beginning the rest of your lives together. Start the journey on the right foot with a ring you can afford – *not a mess of financial stress you'll later regret.*

## Personal & Upfront: The Benefits of a Local Jeweler

Shopping for engagement or wedding rings should be a highly personal experience. By going with a smaller, local shop, you'll benefit through a closer connection. *The jeweler isn't*

*paid by commission so there's less pressure. You can take your time and explore, ask questions, try things on for size and see how they dazzle on her finger.*

**With a smaller jeweler, you'll pay significantly less for quality.** A family shop has lower overhead – they pay less in rent, spend very little on advertising, *and therefore don't need to charge a huge markup on the price.*

You'll also work one-on-one with a jeweler who considers this their craft, who specializes in metalworking and professionally studied it as a trade. So many of the big box stores staff their shops with merchants who are more salespeople than craftsmen. The difference in the detailed care you receive can be significant.

A smaller jeweler is also better able to make repairs over time. You can bring in a ring to have it inspected for free and feel more confident you're getting an honest answer. *It's less about sales pitch and more about care, service, and respect.*



## Your Future Together: Love, Laugh & Dream

Getting engaged and planning a wedding is a tremendous step. It can feel like the destination of a wonderful journey – but actually it's just the beginning. *How you plan the engagement, the ceremony, and even the rest of your lives is a deeply personal process. What's right is what works best for you as a couple.*

And yes, some aspects of pulling off a wedding can be stressful, almost painful at times. Love's like a dream – sometimes you're flying, sometimes you're falling, *sometimes you're laughing cartwheels downhill like Jack & Jill.*

It's best to just hang on – to the wheel, to your wedding rings, to each other.

*You've got this. Now you understand* how to work within a budget, navigate different cuts and style selections, yet still focus on the joy and your love together. Don't miss the scenery for the destination. After all, that's life and the whole point of living.

Pop the question. Buy the ring. Explore new worlds together.

Your future is bright. All it takes is a pair of open arms and someone to spend your life with.  
*Live your love and make your best dreams come true.*

# The Jewel House:

## A Cleveland Tradition in Savings & Service



When selecting engagement or wedding rings, there's no substitute for personal connection – to be able to walk into a shop and be greeted by your first name.

At the Jewel House in Parma and Cleveland, we're a small, family-owned shop serving generations of customers. *We've sold wedding rings to couples whose grandchildren are now coming in, looking to get engaged.*

We're proud to serve Cleveland with the highest quality engagement rings and bridal jewelry, necklaces, pendants, earrings, bracelets, and watches.

*The Jewel House is both a local institution and a family tradition. Our legacy is serving customers we know by name.*

## Jewelry Craftsmanship Passed Down the Generations

Our owner Al Grajzl is a second-generation jeweler. A Certified Gemologist and a Graduate of the Gemological Institute of America, Al has worked with jewelry since he was a kid, helping his father Al Grajzl Sr. with his watchmaking business as he grew up. In those days, Al was so young he needed a stool to reach the workbench. Today, he's a Graduate Gemologist in diamonds and colored stones.

"When you've worked with jewelry this long, you understand different manufacturing s  you can't learn in any program, techniques that get passed down from father to son," Al Grajzl says. "It adds a very fine touch that's intergenerational."



## Personalized Craftsmanship, Localized Savings

The Jewel House specializes in jewelry work, jewelry and watch repair, chain solderers, resizing including stretching and shrinking of bands. We have a laser welder on site for small, intricate repairs and custom work.

Serving generations of Clevelanders, we deliver a level of knowledge, craftsmanship, and savings you just don't get from a big box jeweler. At the Jewel House, you'll receive

personal customer service without a pushy sales pitch. Our passion is serving our customers and sharing in the joy of their lives.



## Visit Our Website for a FREE SAVINGS COUPON

Our signature product lines include Nicole Barr, Bentelli, CrownRing, Charles Garnier, Ed Levin, Belle Étoile, MARS, and more.

Check out our newly updated website, [theJewelHouse.net](http://theJewelHouse.net), and download a FREE COUPON to get \$50 off your next purchase.

Visit our shop in Parma and explore the different ways available to express your love and commitment together.

