



*The*

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**HELZBERG DIAMONDS®**

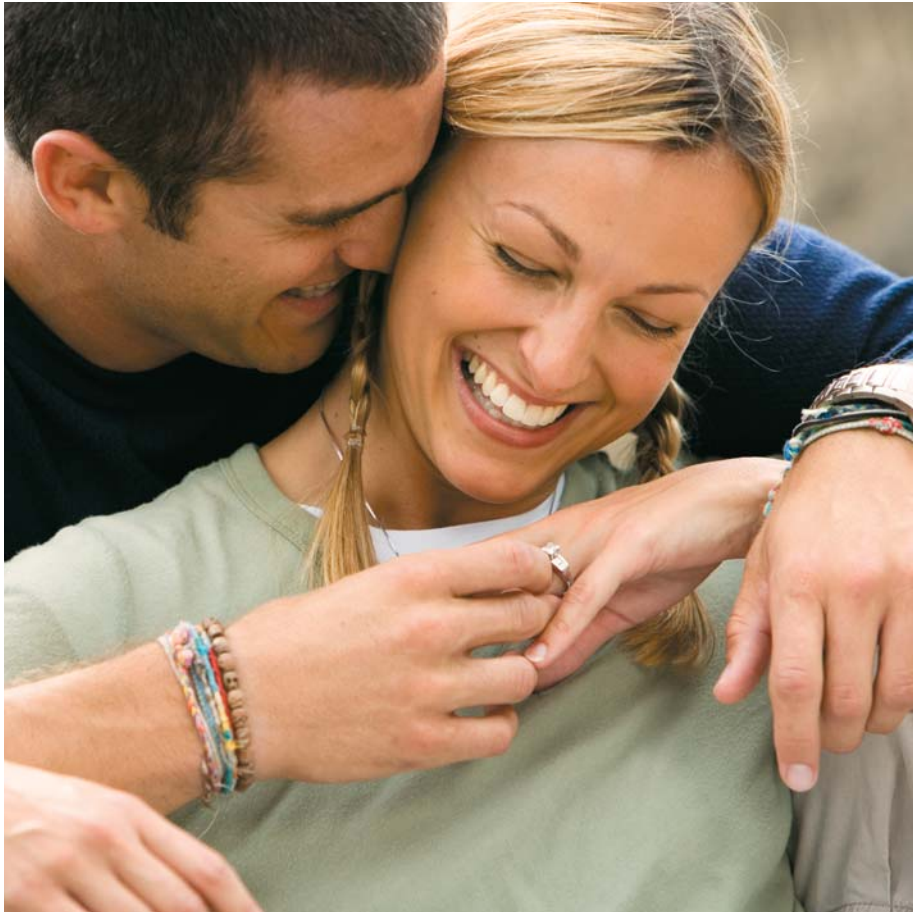
ENGAGEMENT MANUAL®

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*Advice for the Soon-to-be-Engaged*

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*Contents*

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DON'T STRESS	3
SET PARAMETERS	5
PRICE, STYLE, SHAPE, SETTING & BAND SIZE	
MASTER THE FOUR Cs	11
CUT, COLOR, CLARITY & CARAT WEIGHT	
KNOW WHAT MATTERS	21
SHOPPING HINTS	25
OUR GUARANTEE	27

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Browse our extensive collection of rings  
in the comfort of your home at [helzberg.com](http://helzberg.com).



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*Tip #1*

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SHOPPING FOR A RING SHOULD NOT BE  
STRESSFUL OR NERVE-WRACKING.

*(That's what the wedding is for.)*

At Helzberg Diamonds, we've been helping couples get engaged for more than 90 years. Not only do we offer the most experienced diamontologists in the business, we're also experts at matching couples with the jewelry that perfectly symbolizes their unique relationships. Our wide selection reflects our commitment to individualized service, and our guarantee reflects our promise of extraordinary quality. So you can shop with complete confidence, total trust and, once you've read this manual, a headful of useful diamond knowledge.

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*Tip #2*

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SET SOME PARAMETERS.

*(But reserve the right to change your mind.)*

**PRICE** – Every diamond is unique, and finding the perfect one means investing in a diamond that suits your personal taste and budget. The traditional rule of thumb says two months' salary, but it is up to you. To get an idea of the different prices out there, do some pre-shopping at [helzberg.com](http://helzberg.com). Keep in mind that size isn't everything. Two diamonds can have the same carat weight but vary a lot in price because of the quality.

*Tip #3* will explain that a bit further.

**STYLE** – What would you like your ring to look like? There are four basic styles of rings, and each type has hundreds of unique designs.

- A **SOLITAIRE** is a single diamond set in a plain mounting.
- An **ENGAGEMENT RING** combines more than one diamond.
- A **BRIDAL SET** refers to an engagement ring that fits together with a matching band.
- And a **THREE-STONE RING** has three diamonds: symbolizing your past, present and future together.



SOLITAIRE



ENGAGEMENT



BRIDAL SET



THREE-STONE

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The Helzberg Limited Edition® Collection – this unique collection is only produced in limited quantities, reflecting the uncompromising individuality of the special few who wear it.

The Helzberg Signature Collection® – discover the classic grace of Hollywood glamour in the intrigue, ambience and romance of the Helzberg Signature Collection.

**SHAPE** – The center diamond can be many different shapes – ranging from traditional to dramatic to modern. A round center diamond is the most popular shape; all other shapes are referred to as “fancy cuts.” When in doubt, it’s always safe to go with a round diamond. Some of the most popular shapes are shown below.



ROUND OR BRILLIANT  
CIRCULAR



PRINCESS CUT  
SQUARE OR RECTANGULAR



MARQUISE  
POINTED ON BOTH ENDS



EMERALD CUT  
RECTANGULAR  
OR SQUARE



OVAL  
ELONGATED CIRCLE



PEAR-SHAPED  
ROUND ON ONE END,  
POINTED ON THE OTHER



TRILLION  
TRIANGULAR



HEART-SHAPED  
ULTRA-ROMANTIC

**SETTING** – Most engagement rings are made of yellow gold, white gold or platinum. How do you know which to choose? Start by looking in her jewelry box. Most women have a preference for either white or yellow metal, and want an engagement ring to match their other jewelry. A two-toned ring is a great choice for women who wear both colors.

**Gold:** When shopping for gold, the karat (kt) of the piece will determine the purity and price. The most common types of gold in our engagement rings are 14 kt or 18 kt. Pure gold (24 kt) is simply too soft to handle the wear of daily use. Thus, it must be alloyed (mixed) with other metals to enhance its durability. The less gold in the mix, the lower the karat. For example, gold that is 75 percent pure and 25 percent alloy is 18 kt gold, while gold that is 58 percent pure and 42 percent alloy is 14 kt gold.

The shade of yellow gold varies depending on the alloy. As the amount of gold increases, so does the richness of the color. When yellow gold is mixed with white alloys, such as nickel and zinc, the gold takes on a white (silver) appearance and is called white gold. White gold can look slightly yellow in some lighting, especially when viewed next to platinum. But most people can't tell the difference.

**Platinum:** The most durable of all precious metals, platinum was the setting of choice for wedding rings during the early 1900s, and its popularity is soaring again in the United States. In the U.S., most platinum used in jewelry is 90 to 95 percent pure. The remaining 5 to 10 percent is also a precious metal – usually iridium or ruthenium – making platinum jewelry 100-percent precious metal. It’s heavier and more dense than gold, which is obvious when you hold it in your hand.

You can usually expect platinum jewelry to cost more than gold, partly because platinum is more rare than gold. Whichever your preference, rest assured, all three types of precious metals provide strength and lasting beauty.

**BAND SIZE** – Use the ring sizer at the end of this book to help you determine the correct ring size. Just pop out the ring sizer and wrap it around the largest part of her finger or the inside of one of her rings. Start with the number section and then wrap the sizer around to see where it overlaps. If you are running in between sizes, always select the next biggest size. That should give you a good start.



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Tip #3

## THE LINGO

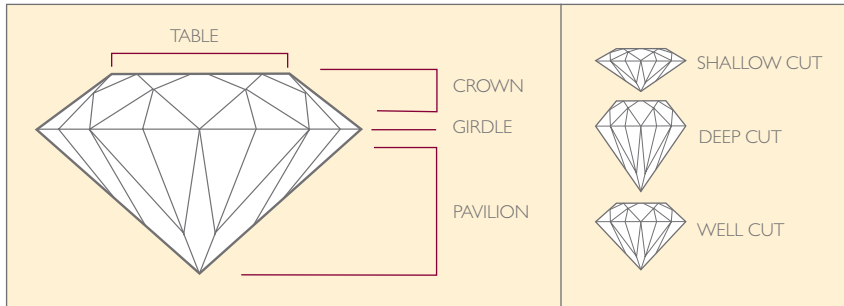
*(The four Cs are your friends.)*

Experts judge and grade a diamond's unique characteristics according to a specific set of industry standards. You don't have to be an expert to know what you like, but it helps to learn a little technical lingo before plunging into the shopping process. The four Cs – *cut, color, clarity* and *carat weight* – are a good place to start.

**CUT** – Of the four Cs, cut is the only one that is influenced by the human hand. The cutter polishes tiny surfaces, known as facets, into the rough diamond. These facets are arranged in precise angles and proportions, maximizing the brilliance and sparkle of the diamond.

When a diamond is cut to good proportions, light reflects from one facet to another, then radiates through the top of the stone (the table). If the cut of a diamond is too deep, some light escapes through the opposite side of the pavilion. If the cut is too shallow, light escapes through the pavilion before it can be reflected, thus reducing its brilliance.

Keep in mind that cut is different than shape, but whichever shape you choose, you want the cut to maximize the diamond's brilliance. You'll be happy to know that you don't have to be an expert to judge the quality of the cut. Hold two diamonds side by side and, in general, the one with the most sparkle has the better cut.



**COLOR** – This part’s pretty simple. With the exception of some fancy natural diamonds in shades of red, blue and pink, colorless stones are the most rare. So as the amount of color (which can be yellow, brown or grey) in the diamond increases, the cost goes down. Even small changes in color can result in large changes in price.








The Gemological Institute of America (GIA) made it possible to measure and grade color on a D-Z scale (see below). Most of us can’t see the difference between an F or G stone – until we read the tag dangling from the ring.

D E F	COLORLESS
G H I J	NEAR COLORLESS
K L M	FAINT
N O P Q R	VERY LIGHT
S T U V W X Y Z	LIGHT

**CLARITY** – Diamonds are like snowflakes – each one is unique. That’s because during crystallization, minerals can get trapped in the stone. These characteristics, sometimes called inclusions, blemishes or birthmarks, give each diamond its individuality.

The number, color, size and position of these signatures are how we determine clarity. A diamond is flawless if it has no inclusions at all – and as you can imagine, the rarity of those stones makes them extremely valuable.

The GIA has a scale to measure clarity, ranging from FL, which means “flawless,” to I<sub>3</sub>, which means obvious blemishes are visible. Subscript numerals indicate the variations within each grade, with 1 indicating higher clarity and 3 indicating less clarity.

						
FL IF	VVS <sub>1</sub> VVS <sub>2</sub>	VS <sub>1</sub> VS <sub>2</sub>	SI <sub>1</sub> SI <sub>2</sub>	I <sub>1</sub>	I <sub>2</sub>	I <sub>3</sub>
Flawless – internally flawless	Very, very slight inclusions	Very slight inclusions	Slight inclusions	Included – inclusions can be visible to the naked eye		

CLARITY CHART

**CARAT WEIGHT** – A diamond’s weight is the simplest of the four Cs to measure. A carat equals 0.2 grams. Carats are then divided into 100 points. So a quarter-carat has 25 points and is written as 0.25 carats, or  $\frac{1}{4}$  carat. Because of its rarity, one larger stone is more valuable than a combination of smaller stones.

								
2	1.75	1.5	1.25	1	.75	.50	.25	.10

CARAT WEIGHT CHART

*Love Lore*

CAROB BEANS GAVE US THE WORD "CARAT!" CONSISTENT IN SIZE, THEY WERE USED TO MEASURE ANCIENT DIAMONDS. EACH ONE WEIGHED 0.2 GRAMS, EXACTLY THE STANDARD WE USE TODAY.



EXCLUSIVELY AT HELZBERG DIAMONDS

— *Helzberg* —  
**DIAMOND**  
MASTERPIECE®



simply exquisite

Only one-half of one percent of the world's diamonds has a chance of becoming an exclusive Helzberg Diamond Masterpiece.® Hand-selected by our talented master craftsmen, each rough stone is expertly cut to exacting specifications and polished into one of the world's most symmetrical and stunning diamonds. Years of training and unmatched skill make our artisan cutters as rare as the diamonds themselves. Their devotion to their craft forges an emotional connection with each creation. From the diamonds' beginnings deep within the earth to the hands of the artists capable of unlocking their inner magnificence, these exquisite diamonds are a gift of classic beauty for those who proudly wear them.



EXCLUSIVELY AT HELZBERG DIAMONDS

— Helzberg —

RADIANT  
**STAR**<sup>®</sup>



designed to shine

Unmatched in its brilliance. Expertly cut to produce spectacular fire. The exclusive Helzberg Radiant Star<sup>®</sup> has been scientifically revealed to outshine other diamonds. We asked the world's foremost diamond experts to start fresh with a brand new vision for radiance. The result? An entirely new cut that is nothing less than scintillating. With nearly three times the reflective surfaces of a traditional diamond, our Helzberg Radiant Star's proprietary 145-facet design maximizes light return to achieve a striking sparkle not found in any other diamond.



Browse our collection of EXCLUSIVE Helzberg Radiant Star rings at [helzberg.com](http://helzberg.com).



EXCLUSIVELY AT HELZBERG DIAMONDS

— Helzberg —  
**LIMITED  
EDITION®**

— ❖ ❖ ❖ ❖ —  
uncommon beauty

Each exclusive Helzberg Limited Edition® creation is a labor of love for our gifted designers. Brilliant diamonds and vibrant gemstones are showcased in finely finished, heirloom-quality settings designed to enhance each stone's most beautiful characteristics. Created exclusively for Helzberg Diamonds®, this unique collection is only produced in limited quantities, enhancing the personal expression of each piece. The Helzberg Limited Edition Collection is designed with one unwavering aspiration – to create a unique piece that reflects the uncompromising individuality of those special few who wear it.



Explore our EXCLUSIVE Helzberg  
Limited Edition creations at [helzberg.com](http://helzberg.com).

— *Helzberg* —  
**SIGNATURE**  
COLLECTION®

sheer glamour

Discover the classic grace of Hollywood glamour combined with the precise craftsmanship at Helzberg Diamonds. The Helzberg Signature Collection® gives a name and story to the intrigue, ambience and romance of the diamond engagement ring. Every setting in this collection is as unique and timeless as the women they emulate. With many elegant bridal and engagement pieces to choose from, it's easy to find a story that's all your own.

Find something you love?  
Send an e-hint® at [helzberg.com](http://helzberg.com).





### FIGURE OUT WHAT MATTERS MOST.

*(Not all Cs are created equal.)*

This seems like a lot of information to keep straight, but it gets easier once you decide what's important to you. Pretty much, pay for what you can see. For example, if you want a diamond that's dazzlingly brilliant, pay more attention to cut. If you fall in love with a diamond that has some color to it, consider a yellow gold setting, which will best complement the diamond's warm tone. If clarity is important to you, look for a diamond with characteristics hidden deep in the stone or near the edge where the setting might cover them. And when considering weight, remember that a well-cut diamond in a smaller size can be more brilliant and valuable than a diamond that is larger in weight but not as precisely cut.

## DISCOVER THE MAGIC OF YOUR DIAMOND

When you visit Helzberg Diamonds, you'll be able to spend time in the relaxed, private atmosphere of our Diamond Room, where you can ask one of our certified diamondologists or gemologists any questions you might have. We'll take you through the four Cs, and teach you how to examine a diamond through a gemscope at 10x magnification. This helpful device allows you to see the characteristics that make your diamond unique – and understand the magic that made you fall in love with it in the first place.



### *Love Lore*

ANCIENT EGYPTIANS STARTED WEARING THE WEDDING RING ON THE THIRD FINGER OF THE LEFT HAND BECAUSE IT WAS THOUGHT A VEIN RAN DIRECTLY FROM THERE TO THE HEART.

## SHOPPING SAVVY

*(It's never too soon to start working as a team.)*

Pre-shopping online is a quick way to find exactly what you want before going to the store. You can get a feel for prices and styles. And she can guide you toward her favorites at [helzberg.com](http://helzberg.com) – ask her to select a ring and click “send an e-hint<sup>®</sup>” to email you a personalized note with a picture of the ring she loves. She can also create a wish list of all of her top picks.

You might want to shop alone to pull off a surprise engagement. Or you can enlist the help of her family and friends to point you in the right direction. More than likely, her girlfriends will be thrilled (and a little envious) to help you pick out the ring. Of course, there's no rule that says you can't shop together as a couple, which ensures that you'll get her the perfect ring. You can still surprise her by popping the question unexpectedly, and you'll be able to do it with complete confidence, knowing she'll love the ring.



**YOU'VE MADE THE COMMITMENT.**

*(Expect nothing less from your jeweler.)*

At Helzberg Diamonds, we've been delivering 100% customer satisfaction since 1915. That's why our extensive Diamond and Precious Gemstone Guarantee is one of the cornerstones of our customer service philosophy – and one of the best guarantees in the business.

For 60 days, you may receive a refund or exchange for your engagement ring. And if at any time the diamond is damaged or lost from its original mounting during normal wear, it will be replaced free. All you have to do is bring the ring to a Helzberg Diamonds store every six months for an inspection, and the diamond is guaranteed for life.

We also offer a generous trade-in privilege, which gives you the opportunity to upgrade your diamond jewelry at any time. This guarantee offers you full credit for the original purchase price to be applied toward the new purchase price of a diamond or natural precious gemstone. The new purchase price must be for an amount that is double the original purchase price.

For details about exchanges, returns, replacements or upgrades, please visit a store near you, or go to [helzberg.com](http://helzberg.com). You'll find out why our customers always shop at Helzberg Diamonds with confidence and trust, not to mention 100% satisfaction.

*Love Lore*

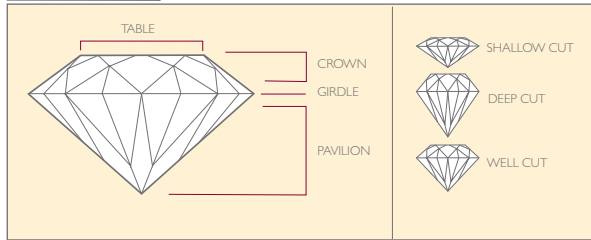
THE TIERED WEDDING CAKE AS WE KNOW IT IS RELATIVELY MODERN. IN MEDIEVAL EUROPE, GUESTS WOULD PILE A TABLE HIGH WITH LITTLE BUNS. THE BRIDE AND GROOM WOULD BE EXPECTED TO LEAN ABOVE THE PILE AND KISS FOR GOOD LUCK, WITHOUT KNOCKING THEM OVER.

# HELZBERG DIAMONDS.

## THE FOUR Cs CHEAT SHEET

For details, check out our learning guide at [helzberg.com](http://helzberg.com).

### CUT



### COLOR

D E F	COLORLESS
G H I J	NEAR COLORLESS
K L M	FAINT
N O P Q R	VERY LIGHT
S T U V W X Y Z	LIGHT

moments that sparkle®

RING SIZER  
INSTRUCTIONS FOUND  
ON PAGE 9

*(Detach, fold and keep.)*

# HELZBERG DIAMONDS®

## THE FOUR Cs CHEAT SHEET

For details, check out our learning guide at [helzberg.com](http://helzberg.com).

### RING SIZER



POP OUT AND PLACE  
INSIDE THE RING TO BE SIZED.  
START WITH THE NUMBERED  
SECTION AND WRAP TO  
SEE WHERE IT OVERLAPS.  
THAT IS THE APPROXIMATE  
SIZE OF THE RING.

### CLARITY

FL IF	VVS <sub>1</sub> VVS <sub>2</sub>	VS <sub>1</sub> VS <sub>2</sub>	SI <sub>1</sub> SI <sub>2</sub>	I <sub>1</sub>	I <sub>2</sub>	I <sub>3</sub>
Flawless – internally flawless	Very, very slight inclusions	Very slight inclusions	Slight inclusions	Included – inclusions can be visible to the naked eye		

### CARAT WEIGHT

2	1.75	1.5	1.25	
1	.75	.50	.25	.10

*(Detach, fold and keep.)*

