

# THE ULTIMATE GUIDE TO BUYING YOUR WEDDING BANDS

Avoid the Stress of Shopping. Pick Your Perfect Ring.  
Stay on Budget.



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Fine Jewelers Since 1878

# SHE HAS AN ENGAGEMENT RING. YOUR WEDDING DAY IS QUICKLY APPROACHING, AND IT'S TIME TO START LOOKING FOR WEDDING BANDS.

## WHERE DO YOU START?

Choosing a wedding ring should be a fun process. You are shopping together for something that will symbolize your everlasting love for one another, and making one of your first big purchases as a couple. You'll have enough to worry about in the near future, and finding your wedding rings should not be one of them.

We're here to give you some pointers and advice so that you can feel at ease with your wedding band purchases. To begin, we always like to emphasize that no one wedding ring is right for everyone. It is an extremely personal decision and is something that needs to fit your lifestyle and budget.

This is a piece of jewelry that you will be wearing for the rest of your life. Knowing before you buy will help you avoid buying a ring that might show signs of wear and tear over time or one that is not suited for your everyday life.

Enjoy this quick guide and happy ring shopping!

# CHOOSING THE METAL TYPE

One of the very first things you should consider before buying your wedding band is the type of metal that will work for you and your significant other. Not all metals should be treated equal.

The metal chosen for wedding rings can be picked for fashion reasons or can be based on lifestyle and desired durability. Some are more expensive, but the metals will last longer. Some cannot be resized or easily cut off your finger. These are important factors to consider when deciding on the type of metal that makes sense for you and your lifestyle and budget.

Here is a chart outlining the advantages and disadvantages to many common wedding band metals:

Metal	Advantages	Disadvantages	Example
Platinum	Most durable, dense and heaviest metal. Best for people working with their hands all day. Will last you the longest and color doesn't fade.	One of the most expensive metals.	
Yellow Gold	Very classic wedding band look.	Less durable than platinum. Gets thinner and more worn down over time.	

Metal	Advantages	Disadvantages	Example
White Gold	A beautiful looking metal. Cheaper than platinum. Usually a high selection of rings in white gold are available.	A softer metal which is less durable. Will yellow over time back to its natural color, so it needs to be rhodium plated every few years. Many people are allergic to the alloys used to create white gold.	
Palladium	Hypoallergenic, will not tarnish and remains white forever. Similar in durability to platinum but often lighter in weight. Much less expensive than platinum.	Because of the difficulties in manufacturing palladium, the range of items available is limited.	
Titanium	Looks trendy. Good price point.	Not a traditional wedding ring metal. Most jewelers can't work with titanium, so your ring cannot be repaired or resized easily.	
Tungsten	New age material with an interesting gunmetal color. Fairly hard substance. Does not lose its shine.	Not a traditional wedding ring metal. Very heavy metal. Cannot be resized and is difficult to cut off your finger during emergency situations.	

# COSTS TO CONSIDER

Engagements and weddings can be costly, and buying your wedding bands is just another expense that will be added to the grand total of all those costs. However, it's important to consider that wedding rings (and the engagement ring) is one of the only parts of the marriage process that will physically last past the wedding day.



You both will be wearing these rings every day for the rest of your lives. So, buying a more premium metal like platinum may be expensive upfront, but in the long run, platinum will be the most durable metal and will require less maintenance and money for repairs down the road.

If you do decide to go with a gold wedding ring, you'll want to think about how many karats you want it to be. The more karats in a wedding band, the more gold content and the more expensive it will be. For instance, a 10k gold band will be less expensive than an 18k ring because it has a little more than half as much gold material. That's why an 18k ring is much more luxurious and traditional.

Adding diamonds to your wedding band will significantly increase the price of the ring as well. It's important that you understand what each add-on for your wedding ring will end up costing you in the end. Make sure you consider what factors are most important to you so that you can stay within whatever budget you set for yourself.

# TIPS FOR MEN

Most men typically don't wear a lot of jewelry, so a wedding ring is really their biggest chance to make a personal statement. Did you know that the most popular men's band is actually a plain band with no decoration? Plain is classic and will never go out of style, but there are also hundreds of other men's ring styles to consider.

Before choosing a men's wedding band, ask yourself these important questions:

## 1. Do you want something plain or something a little more ornate?

Some rings have just a little bit of detail while others are complicated works of art. This is really your time to shine and show off your personal style. Consider if you want to have a more expressive piece of jewelry on your finger.

Plain Ring:



Ornate Ring:



## 2. How wide do you want your band to be?

You can go from a thin band to a super wide band, depending on the size of your fingers and the look you want.

Thin Band:



Wide Band:



### 3. Do you want any diamonds on the ring or just metal?

From a single accent diamond to diamonds all the way around, the choice is yours. Men are allowed to have a little bling on their fingers as well, not just the women! If you appreciate diamonds, go for it.

Check out these men's diamond wedding bands:



### 4. What color or colors do you want the ring to be?

Platinum and white gold are the most popular men's wedding band metals. Other metal choices include palladium, titanium and alternative metals such as tungsten carbide, which is a gun metal color. Gold also comes in yellow and rose/pink color. Finally, rings are available with modern accents such as black carbon fiber. So there is a lot to think about when it comes to color.

Platinum Ring:



Rose Gold Ring:



Tungsten Carbide Ring:



### 5. What kind of finish do you prefer?

Finishes range from high polish to brushed, hammered and more. These different finishes add something a little extra special to the ring.

Polished Finish:



Brushed Finish:



Hammered Finish:



# TIPS FOR WOMEN

For women, the choices in wedding bands are nearly endless. There are so many different directions you can go from a diamond, classic, or colored band to an eternity ring or custom ring to match the engagement ring.

Sometimes it's important to just start asking yourself a few simple questions if you aren't sure exactly what you want. Here's where you can start:

## **1. Do you want the band to “match” the engagement ring?**

Your wedding ring can be the exact same style as your engagement ring or it can be complementary without being “matchy matchy.” In our experience, about half of women go for the match while half go for a different style. If you do decide you want one that matches, going into a store where an expert can look at the ring might be helpful to see all of the different options.

Here's an example of a wedding ring that matches the engagement ring:



## **2. Do you want the band to sit flush against your engagement ring?**

Depending on the style of your engagement ring, you might prefer the wedding band to sit tight against your diamond ring with no space between. Often flush fitting rings are available but if not, you can have one custom made to fit your engagement ring.

However, the natural movement of your hand can create separation between the rings, so even a flush fitting ring isn't always going to set perfectly. Also consider if will you be wearing the wedding ring by itself anytime without your engagement ring, such as at work or when you travel. If yes, consider a band that looks great on its own as well as with your engagement ring.

Flush against engagement ring:



Not flush against engagement ring:



### **3. If you want diamonds, do you want them to go all the way around or part of the way around?**

The choices again are nearly endless. You can go with an eternity band which has diamonds all the way around or you can choose a 5 or 7 stone band with diamonds along the top and metal on the bottom. Then there's everything in between with the most popular being diamonds  $\frac{1}{2}$  way or  $\frac{3}{4}$  of the way around. Fewer diamonds means a lower cost and, depending on how hard you are on your hands, better protection for the diamond.

Eternity Band:



5 Stone Band:



$\frac{1}{2}$  Way Diamond Band:



#### 4. What style of diamond setting do you like?

From channel set to prong set, bead set or pave, there are lots of different ways to set the diamond.

Prong Set Ring:



Channel Set Ring:



Pave Ring:



#### 5. Do you want colored gemstones in the band?

There are more choices than just diamonds. Sapphires are very popular, as are rubies and emeralds. The color gives your wedding ring set a more unique look than the traditional made of all diamonds.

Here are some examples with colored gemstone wedding rings:



# SHOULD YOUR RINGS MATCH EACH OTHERS?

There's something very romantic about the idea of matching your wedding ring to your partner's. It symbolizes the special connection and bond you have as a couple. While it is a nice gesture to match your rings, you may have to give up some flexibility that comes along with choosing your wedding bands. Your options may be more limited to have matching bands, especially if you want to make sure the woman's ring is matching the engagement ring as well. Finding a band to match the diamond ring is difficult in itself, so finding a matching set that also accomplishes this same goal can prove to be difficult.

If you do want matching wedding bands but are having a tough time finding what you are looking for, you can also consider getting rings that "go together" instead of completely matching. Look for rings that look similar in metal, color, and detail.



# LET'S TALK ABOUT SIZING

One last thing to think about before coming into a store to shop for a wedding band is to make sure that you are ready to be sized. Ordering a ring in the wrong size could result in higher costs down the road that you didn't anticipate in your budget.

To avoid this, make sure to do your ring fitting when your body is at its most normal state. There are certain factors that could seriously affect your ring size, such as extreme hot or cold or swelling (e.g., after workouts and waking up first thing in the morning). Try to avoid shopping in the morning or during some of these other more extreme conditions. The cost for paying for a ring resize is not worth trying to rush into a store when you aren't ready.



# READY TO BUY YOUR WEDDING BANDS?

That was a lot of information about buying wedding bands, but we think you are now ready to start looking!

Long's specialists are available to help you find wedding bands that will work for your lifestyle and budget. Try them on for size and look at them in person to really find the best fit.

Make an appointment today, and we will help you choose the perfect wedding bands.

[MAKE AN APPOINTMENT](#)