

The
PERFECT

ENGAGEMENT RING

HOW TO CREATE A RING
THEY WILL LOVE



BURGUNDY
BESPOKE JEWELLERS
TRULY REMARKABLE



Introduction

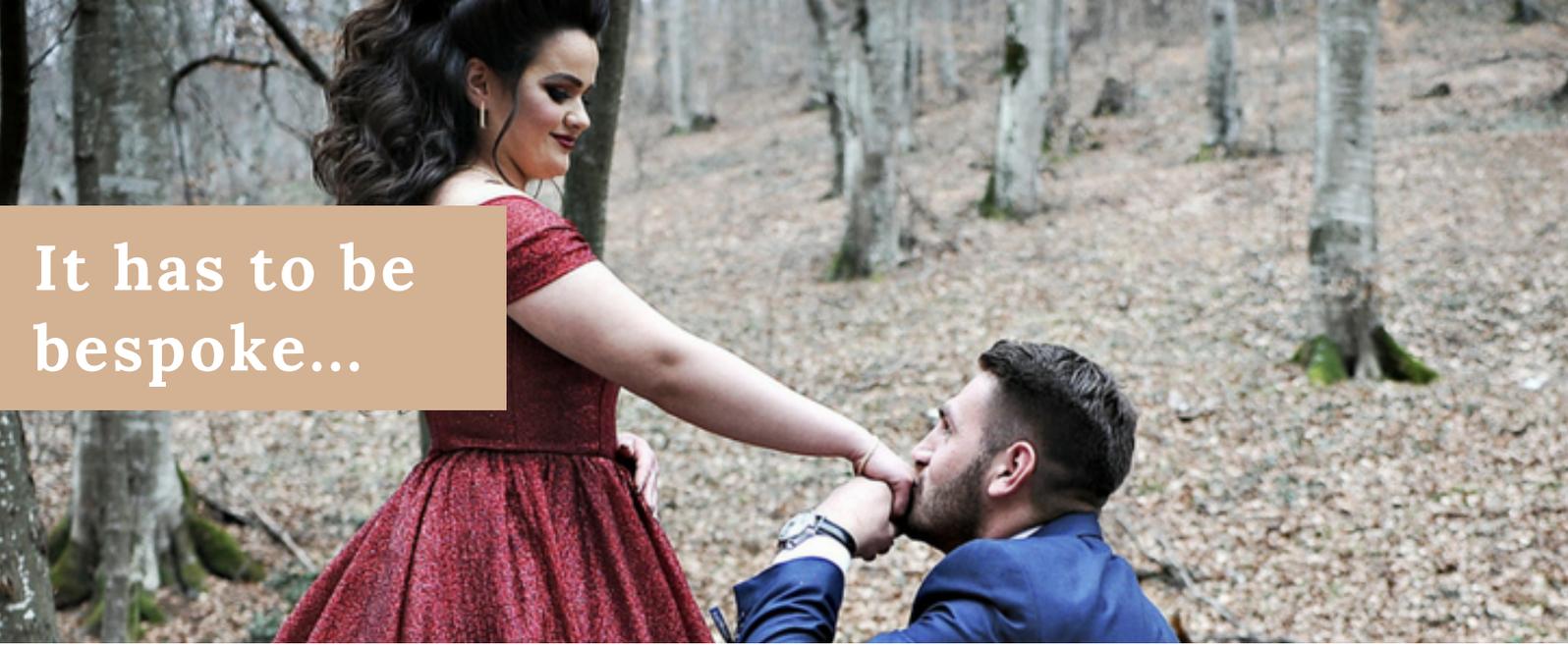
Michael Dransfield

It's one of the biggest decisions anyone can make in life – to get married isn't a fashion statement, it's a declaration of love that you intend to last for all time.

At Burgundy Bespoke Jewellers we feel privileged to assist you with the transition from single life to married bliss in a way that's as stress-free as possible, so that you can focus on the joys of married life.

WHAT'S INSIDE?

*Why it has to be bespoke
and how to choose the
perfect ring.*



It has to be
bespoke...

Getting engaged is the most personal thing you can do

You open your heart to one special person

In return, they open their heart to you.

As this exchange is and rare and unique to you, you'll want a symbol of your love that's equally as unique.

There's a time and a place for "off the shelf" jewellery but this isn't it.

When you design your own jewellery you get something that represents your love perfectly – it also means you can work with your jeweller to get the ring and the proposal just right.

We wrote this e-book to give you a taste of what it's like to work with professionals who understand you and your partners needs.

"I'll help you design the ring of their dreams with a simple process, unique design and to your budget." -

Michael Dransfield

HOW TO CHOSE THE RIGHT RING

The traditional method of choosing a ring is fraught with peril.

The practice involves someone desperate to impress the love of their life, standing in a jewellery store, trying to guess what their bride or groom wants to wear on their hand for the rest of their life.

Sometimes, this works out brilliantly. Sometimes, it's a straight up disaster. Want to know the good news? It never has to be a disaster. Never. There are, in fact, three ways to choose a ring and each offers a better path to lasting happiness than the one before it:

Plan A – The Traditional Method

It's not reccomended, but it is standard to head out and spend a lot of money on a ring because someone who has no knowledge of you or your fiancé has recommended it. This has a small chance of success because if you were to wear a blindfold and throw enough darts, some of them would hit a dartboard eventually (assuming one were in range). You wouldn't bet on the bullseye though, and this is why you don't want to do this.

Plan B – The Enhanced Traditional Method

You don't have to be unprepared when chosing a ring. You can talk to your partner about the ring that they might like (you can be subtle about this too without revealing you intend to pop the question).

You can talk to their family and friends as subtly or directly as necessary. You can do some research in their ring drawer and wardrobe as to the style and then, better informed, you can head to a jeweller and pick a ring.

This has a better chance of succeeding than Plan A. This is because you've spent some time thinking about what they might want. In fact, we'd give this scenario 50:50 odds of succeeding. The only trouble with this plan is that it doesn't actually involve your partner fully and guessing their needs isn't as good as asking about them.

Having said that, if you know exactly what your partner wants in a ring and you're confident – you can commission that for your proposal.

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Plan C – The Bespoke Fool Proof Method

This is the biggest advantage of using a bespoke jeweller. You see, when someone is in the business of selling rings “off the shelf,” it’s not in their interest to give you a “replica ring” because it’s not nice to sell something that’s been used to another customer. In the case of engagement rings, it’s almost begging for bad luck too.

Yet, when you’re creating a ring from scratch – you can build a “replica ring”. You work with your jeweller to choose your stone, but they then create a silver and cubic zirconia ring to use for the proposal rather than the final finished item. Then you can get your bride or groom-to-be’s feedback on it. If they love it, you can have it remade in the metal of your choice. If not, you can completely redesign the ring until they do and you won’t have spent a fortune on a ring they dont want and that you can’t return.

This is the secret to the perfect ring. We’ve been doing this for a long time and in our experience and also based on research that we conducted online recently – if someone’s going to wear a ring for their whole life, they normally like to be involved in its’ design. That means that guessing what your partner will like is fine for a proposal but then your partner can make any changes that they want before the final item is made.

This also deals with two things that we’ve found are big concerns of fellows looking to get engaged:

1. It’s a lot of money if I get it wrong.

It is. It is. An engagement ring, it has been proposed should cost 2 months’ salary and that’s a lot of money to anyone. So, a trial piece allows you to ensure that you’re not taking a gamble and putting all that money into a ring that your partner doesn’t like.

There’s nothing wrong with being pragmatic about things. Hoping for the best but planning for the worst is common sense. Which bring us onto our second big concern.

HOW TO CHOSE THE RIGHT RING

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2. What if they say, no?

Nobody wants to think that their proposal is going to be turned down and it is very rare that it happens but occasionally it does happen. If you buy the ring from a traditional jeweller and she says no, you're going to be stuck with it or you're going to have to sell it at a discount.

You also can't really use it again "Will you marry me? Hannah said no but the ring's still OK," isn't romantic.

Trust us. A 'replica ring' is a much better idea, just in case.

Other Questions About Rings

We've also found that there are some common questions asked about engagement rings and we've put together some answers for you in this section.

Does It Have To Be A Diamond?

It's traditional and that it denotes an engagement ring clearly from other rings.

The tradition began back in 1477 with the Archduke Maximillian of Austria who sparked a trend in the nobility for diamond engagement rings when he proposed to Mary of Burgundy. It was then picked up by other folks as they became wealthier.

Of course, you can use other stones, but the diamond is generally the mark of an engagement ring and one that most people prefer. You can always discuss this with your partner after they say "yes." We also recommend that you read our recent blog post on how to choose the right diamond using the 4 Cs.

<https://burgundybespokejewellers.com.au/buying-diamond-ring-using-4-cs/>

HOW TO CHOSE THE RIGHT RING

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How Do I Know A Diamond Is Ethical?

This is a great question. You don't want to start a marriage by giving your fiancé a diamond that has caused other people misery, that's not a good omen. The good news is that it's very easy to make the right decision when it comes to diamonds. You need to check out this blog post and it will walk you through the process:

<https://burgundybespokejewellers.com.au/buy-ethical-diamonds/>

Can I Propose Without A Ring At All?

Yes, of course, you can and in fact, it may be the right choice if you feel that you're not certain of the outcome. Here's what we have to say about popping the question without a ring. We'd also like you to know that if you have any questions whatsoever regarding rings and diamonds, we're happy to answer them. Answering any concerns you may have is important to us.

Planning The Proposal

Once you have your replica ring then it's time to start planning that proposal. Our best advice on this is as follows:

Try To Keep It A Secret For Now

Unless you are absolutely positive that your partner wants to be asked to marry you, in front of hundreds of people they know, don't do it. In fact, we'd advise you to keep things as secretive as possible up to the point when you ask and that you ask in an intimate setting with just the two of you.

This is for two reasons:

1. Marriage is about just the two of you. If you can't be romantic together and ask the question directly without a bunch of other people present, you might want to think harder about getting married for now.

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2. If the outcome isn't what you want it won't end in embarrassment. This goes for both of you. If your partner isn't ready for a proposal and you spring it in front of a lot of other people, it can come across as bullying.

If they say "no", they look bad. If they say "yes" to save face rather than because they want to, you're in for heart break further down the line. We'd even go so far as to say that if you propose in private and they say "yes", you can always then re-propose in a public setting if that's going to make your partner happy.

Think About The Right Place For Your Proposal

Don't propose on the beach unless your partner enjoys the sound of the waves, the heat of the sun and the feel of sand beneath their feet. You see, it's important to pick the right place to make your partner feel special.

A beach can be romantic if you're that kind of person. It can also be a fly infested, sweltering hell hole that makes you feel body conscious and sweaty if you're not.

Think about exactly the right place based on your partner's needs. This is what marriage is like, so you might as well get a little practice in beforehand. We like the old-fashioned restaurant, picnics in the country, walks along the beach, etc. but they can be both perfect and completely wrong. You're not marrying us – so make sure you pop the question in the right environment.

If you're not sure, get some more ideas here: <https://burgundybespokejewellers.com.au/7-ideasmarriage-proposal/>

Think About The Timing Of The Proposal

When you ask the question matters as much as where. If you're feeling nervous and you don't do well under pressure – it's probably best to do it earlier rather than later in the date. Otherwise, try to aim for a time when your partner is going to feel the most relaxed and happy during the date. You can always think about previous dates that you've had to judge this moment.

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Try To Keep It Simple

There's a time for big speeches but asking somebody to get married is not that time. Keep it simple and speak from your heart. The ring is important, yes but it's not the main actor on this stage – that's you and your love for your partner and that's what they need to see.

Be Ready To Celebrate

When they say “yes” make sure you have something to celebrate nearby. It doesn't have to be a bottle of cold champagne, though it can be, but it should be something thoughtful and attuned to the way your partner likes to celebrate. If you're unsure what that might be, you can always ask.

One Last Thing

Then a few days later, you can talk through the ring design, and the wedding plans, with your partner and while our job is done when your partner is happy with their ring, we have some tips for a happy married life too:

<https://burgundybespokejewellers.com.au/gratitude-10-tips-living-happy-healthy-married-life/>

We hope that they say yes and we hope that you choose us to work with for your bespoke engagement ring too.

You can contact us with any questions that you may have, we're waiting for your call!