



ENGAGEMENT RING EDUCATION

The Engagement Ring Buying Guide

What to know before you choose the diamond, design and details that will carry your story.



Inside the guide

A clear path from the first clue about your partner's taste to the final design decision.

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You do not need to become a gemologist

You only need to understand which choices change what you see, what you spend and how the ring fits your partner's life.

Buying an engagement ring can feel like learning a new language under pressure. Carat, cut, clarity, colour, settings, metals and certificates all arrive at once - usually while you are also trying to plan a proposal and keep it a surprise.

This guide brings those decisions back to what matters: your partner's style, the way the ring looks on the hand, the quality you can actually appreciate and a budget that still feels good after the proposal.

Use it from beginning to end, or jump to the decision in front of you. By the final page, you should be able to describe the ring you are looking for, compare diamonds with more confidence and ask any jeweller better questions.

01 STYLE

What your partner would genuinely wear.

02 SHAPE

The silhouette and visual presence they prefer.

03 DIAMOND

The balance of cut, colour, clarity and carat.

04 DESIGN

The setting, metal and profile for daily life.

05 PLAN

A comfortable budget and realistic timeline.

There is no universal perfect ring. There is only a ring that feels considered, personal and right for the person receiving it.

What would your partner actually wear?

The best clue is rarely a trend report. It is the pattern already hiding in plain sight.

01 READ THE JEWELLERY

Notice what they repeat

Are their favourite pieces delicate or substantial? Warm yellow gold, cool white metal or rose gold? Clean and minimal, vintage-inspired or highly detailed?

02 FOLLOW THE TRAIL

Look for patterns online

Saved Instagram posts, Pinterest boards, screenshots and shared videos reveal recurring preferences. Find the common thread instead of copying one ring.

03 CHOOSE AN ACCOMPLICE

Ask one trusted person

A sibling or close friend may know exactly what has been hinted at. Choose someone who can separate your partner's taste from their own.

04 WRITE THE BRIEF

Turn clues into direction

My partner would love a ring that feels ___, with a ___ shape, in ___ metal, and would probably dislike ___.

Everliving Tip

When clues conflict, trust repeated behaviour over a single saved post. What your partner wears every week is usually a better signal than what caught their eye once.

Find the size without giving away the surprise

A good estimate is possible, but the finger, hand and ring style all matter.

01

Borrow a ring

Use one worn on the intended ring finger. Have a jeweller measure it, then return it quickly.

02

Use a reference

Photograph the inside of that ring beside a ruler, perfectly flat and directly overhead.

03

Recruit help

Ask a trusted friend to turn an ordinary shopping trip into a casual try-on session.

Why one number is not the whole story

Finger size can shift with temperature, time of day and swelling. Wider bands often feel tighter than narrow bands, while large centre stones may need a secure fit to limit spinning. Rings with stones around the entire band can also be harder to resize than simpler designs.

If you are unsure, tell your jeweller how the estimate was obtained and choose a design with practical resizing in mind. Everliving Jewels includes complimentary resizing with every ring.

Everliving Tip

Do not measure a ring worn on a different finger and assume it will match. Even the same finger on the opposite hand can be a different size.

Shape sets the personality of the ring

Before colour or clarity, most people notice the outline.



ROUND

Timeless and highly brilliant.



OVAL

Elegant, elongated and graceful.



CUSHION

Soft, romantic and versatile.



PRINCESS

Modern, geometric and lively.



EMERALD

Clean, broad flashes and refined.



ASSCHER

Architectural and vintage.



RADIANT

Bold outline with brilliant sparkle.



PEAR

Romantic and distinctive.



MARQUISE

Dramatic with strong coverage.

Everliving Tip

Elongated shapes such as oval, pear and marquise often appear larger face-up than a round diamond of the same carat weight. Compare actual measurements, not weight alone.

The 4Cs in plain language

They are a comparison system, not four boxes that all need the highest grade.

C

CUT

How effectively the facets return light. Cut influences brightness, fire and sparkle, and should not be confused with shape.

C

COLOUR

How colourless a diamond appears on the D-to-Z scale. Small grade differences can affect price more than everyday appearance.

C

CLARITY

The visibility and character of internal inclusions and surface blemishes under controlled conditions and magnification.

C

CARAT

The diamond's weight. Carat does not directly tell you how large the stone will look from the top.

The goal is balance

A diamond can carry impressive grades on paper and still be the wrong choice for your eye or budget. Start with the look you want. Then use the 4Cs to understand why two diamonds differ and decide which differences are worth paying for. The report supports the decision; it should not make the decision for you.

Everliving Tip

Protect the qualities you can see first. Strong light performance and pleasing proportions usually contribute more to the experience of the ring than microscopic perfection.

What your eye actually sees

Sparkle comes from light performance. Presence comes from face-up dimensions.

Cut is not the outline

Shape describes whether a diamond is round, oval, emerald or another silhouette. Cut describes how its facets, angles, polish and symmetry work together with light.

In a well-cut diamond, light returns through the top as brightness, coloured flashes and movement. With fancy shapes, measurements, proportions, symmetry and real viewing matter even more.



Carat is weight, not diameter

One carat equals 0.2 grams. Two diamonds with the same carat weight can show different face-up sizes because the weight is distributed differently. A deeper stone may hide more of its weight below the setting.

Read the measurements

For elongated shapes, compare both length and width and consider the length-to-width ratio. That ratio changes the personality of the outline even when carat weight is identical.

Everliving Tip

Ask two questions together: How much does it weigh, and how large does it face up? The second answer is what the hand will actually show.

Spend on differences you can appreciate

The highest grade is not automatically the smartest grade.

Clarity: look for eye-clean, not merely grade-clean

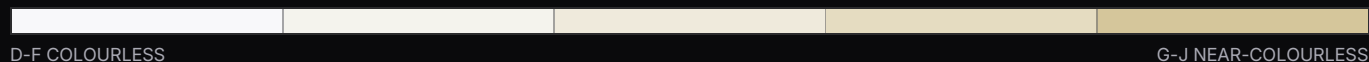
Clarity describes inclusions inside a diamond and blemishes on its surface. The grade considers the size, number, position and visibility of those features under 10x magnification.



Many VS1 and VS2 diamonds appear clean to the unaided eye, which is why they are often a practical starting point. Some SI diamonds can also be beautiful, but the specific inclusion matters. Large stones and open step cuts such as emerald and Asscher reveal their interiors more easily.

Colour: decide how white is white enough

On the D-to-Z scale, D-F is colourless and G-J is near-colourless. Differences between neighbouring grades can be subtle, especially once the diamond is mounted. The shape, size, lighting and surrounding metal all affect what your eye perceives.



White metals create a crisp, cool presentation. Yellow and rose gold can make a slightly warmer diamond feel intentional and harmonious. Compare stones in ordinary daylight and indoor light before paying for a distinction you may never notice again.

Everliving Tip

VVS can be meaningful if rarity matters to you. If the goal is visible beauty, a carefully chosen eye-clean VS diamond may let you direct more budget toward cut, size or the setting.

Lab-grown or natural?

Both are real diamonds. The right choice depends on which kind of value matters to you.

CONSIDERATION	LAB-GROWN	NATURAL
Origin	Created in controlled laboratory conditions	Formed in the earth over geological time
Material	Essentially the same chemical composition, crystal structure and optical properties	Diamond created by nature
Budget	Typically offers more size or higher specifications for the same spend	Carries rarity and a higher price at comparable grades
Meaning	Modern technology and visible value	Natural rarity, tradition and geological story
Secondary market	Resale demand and pricing can be limited and volatile	More established secondary market, without guaranteed value

A lab-grown diamond is not moissanite or a simulant. It is diamond, with its laboratory origin disclosed on the grading report. A natural diamond shares the same fundamental material but carries a different origin, scarcity and story.

Neither should be bought as a guaranteed financial investment. Choose according to the meaning you and your partner attach to origin, the visual result you want and the budget you are comfortable spending.

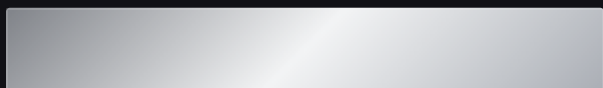
Everliving Jewels sources IGI-certified diamonds and reviews the report, measurements and visible characteristics with you before selection.

Everliving Tip

If your partner has a strong preference, that matters more than any abstract debate. Ask discreetly before assuming that a larger stone or a natural origin will automatically mean more.

Choose the metal for real life

Colour creates the first impression. Purity, alloy and maintenance determine how it wears.



PLATINUM

Naturally white, dense and substantial. It develops a soft patina with wear and is prized for an enduring feel.



18K GOLD

75% pure gold. Richer in gold colour and feel, with somewhat more softness than lower-karat alloys.



14K GOLD

58.5% pure gold. A widely chosen balance of durability, appearance and everyday practicality.



10K GOLD

41.7% pure gold. Generally harder, with a subtler gold colour.

Then choose the colour

Yellow gold feels warm and traditional. Rose gold has a romantic blush. White gold creates a bright, cool look and is commonly finished with rhodium, which may need refreshing over time. Platinum is naturally white and does not require rhodium plating.

The best choice is the one your partner already wears and can maintain comfortably. Also consider skin sensitivity, lifestyle and whether the wedding band should match exactly or create contrast.

Everliving Tip

14k and 18k are not a simple good-better scale. In general, 18k gives richer gold content; 14k offers more hardness for everyday wear. Alloy composition and craftsmanship matter too.

The setting changes how the diamond lives

It controls the silhouette, side view, security, height and relationship with the future wedding band.

SOLITAIRE

Keeps attention on one centre stone; timeless and easy to personalize.

PAVÉ

Small diamonds along the band add brilliance and require thoughtful wear.

HALO

Surrounds the centre with smaller stones for a larger, detailed face-up look.

HIDDEN HALO

Adds side-view sparkle beneath the centre without changing its outline.

BEZEL

A metal rim creates a smooth, secure profile that can suit active hands.

CATHEDRAL

Shoulders sweep upward to support the centre; height should suit daily life.

TULIP BASKET

Petal-like supports create a sculptural, romantic side profile.

THREE-STONE

Side stones add presence, balance and past-present-future symbolism.

Band architecture

A classic band is clean and quiet. Channel-set diamonds sit between metal walls; bubble bands feel playful and modern; split shanks divide as they approach the centre; euroshanks flatten slightly underneath to reduce spinning. A slim band can make the centre feel larger, while a wider band feels more substantial.

Ask to see the engagement ring beside its future wedding band. A low basket or wide centre setting may create a gap unless the two are designed together.

Everliving Tip

Setting height should follow lifestyle. If your partner wears gloves, works with their hands or dislikes snagging, ask for a lower, smoother profile where the design allows.

Forget the three-month salary rule

A meaningful ring should reflect your relationship, not a marketing formula.

There is no correct amount to spend. Choose a budget that respects your finances, your partner's expectations and the proposal you are planning. Then ask what combination of visible beauty, origin, metal and detail matters most within that number.

SPEND WHERE IT SHOWS

Visible priorities

- Cut performance and pleasing proportions
- The face-up presence you want
- A secure setting and careful finishing
- Meaningful engraving, side stones or profile details

SAVE WHERE IT DISAPPEARS

Intelligent trade-offs

- Eye-clean instead of automatically VVS
- Near-colourless grades in the intended metal
- Lab-grown when origin matters less than scale
- Measurements over milestone carat numbers

Ask for the quote in writing and understand what it includes: centre stone, setting, metal, design work, engraving, taxes, appraisal, resizing, delivery and aftercare. Clarity around the full ring matters more than a low headline number.

Everliving Tip

The smartest budget is not the lowest or the highest. It is the one that puts money into the details your partner will actually see, feel and remember.

Buy with your eyes open

Good questions protect both your budget and the meaning of the ring.

Common mistakes

- **Buying the report instead of the diamond.** Grades guide comparison, but measurements and viewing reveal personality.
- **Choosing weight without dimensions.** Hidden depth can make an equal-weight stone look smaller.
- **Ignoring lifestyle.** A high setting may frustrate someone who works with their hands.
- **Forgetting the wedding band.** The setting may prevent a straight band from sitting flush.
- **Starting too late.** Design revisions and production deserve room.

Questions to ask

- Can I verify the independent grading report and see the measurements?
- What exactly is included in the written quote?
- Will I approve the CAD before production?
- How will this setting wear with my partner's lifestyle?
- What resizing, warranty, maintenance and delivery support is included?

Pause if you encounter

Pressure to decide immediately, vague answers about origin or metal purity, a diamond report you cannot verify, unclear payment terms, no written design approval or promises about resale value. A trustworthy process should become clearer as you ask questions, not more confusing.

Everliving Tip

A grading report describes a diamond; it is not an appraisal and it does not guarantee resale value. Keep each document for the purpose it actually serves.

From your idea to the finished ring

Custom should feel considered and transparent, not uncertain.

- 01** Your vision
We begin with your story, inspiration, partner's style, practical needs, budget and proposal timing.
- 02** Design and render
Ideas become sketches and photorealistic CAD renders. Proportions, prongs, profile and details are refined before written approval.
- 03** Stone selection
Diamonds are compared by report, measurements and visible character so you understand the trade-offs before choosing.
- 04** Handcrafted
The approved design is crafted in Toronto, inspected and prepared with the documents and finishing agreed for your ring.

Plan backward from the proposal

Everliving's crafting stage is typically completed within 15 business days after written design approval. Consultation, design revisions and stone selection happen before that clock begins, so start earlier than the production estimate alone suggests.

Approve in writing: centre stone and report, metal and purity, ring size, band dimensions, setting height, prong style, side stones, engraving, wedding-band fit, total price, payment schedule, expected completion and aftercare.

Everliving Tip

The CAD is your moment to inspect proportion, not just decoration. Ask how the ring will look from the top, side and on the hand before approving it.

You are ready when these choices are clear

You do not need every technical answer before a consultation. You do need a thoughtful starting point.

- ☐ I can describe my partner's style in one sentence.
- ☐ I know their preferred shape, or I have narrowed it to two.
- ☐ I understand whether natural or lab-grown origin matters to us.
- ☐ I know which visible qualities matter most within my budget.
- ☐ I have chosen a metal colour and a practical karat or platinum option.
- ☐ I have considered setting height, security and daily lifestyle.
- ☐ I have an estimated ring size and know how reliable that estimate is.
- ☐ I have considered how the future wedding band should sit.
- ☐ I will verify the IGI grading report and read the measurements.
- ☐ I have shared the proposal date and allowed time for design and crafting.
- ☐ I will approve the final design, quote and aftercare terms in writing.

Keep this page beside you while comparing options or preparing for a consultation. The more of these choices you can answer, the easier it becomes to recognize a ring that truly fits your partner.



PRIVATE CONSULTATION

Your ring begins with a conversation

A guide can explain the principles. A conversation can apply them to your partner, your priorities and your budget.

Bring the screenshots, the half-formed idea or simply the feeling you want the ring to carry. We will help you translate it into a clear design direction, compare stones thoughtfully and understand every choice before you commit.

COMPLIMENTARY | NO OBLIGATION | NO PRESSURE

BOOK YOUR COMPLIMENTARY CONSULTATION

Meet on video call, or in person in Scarborough by appointment.

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BOOKING PAGE



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