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Right Hand Bling Rings – The Ultimate New Accessory For The Savvy Single Woman

By Alex Miller

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by: **Alex Miller**

When my first marriage faded into oblivion, the engagement ring I'd worn with such joy and love was banished to my jewelry case.

Some years later, older and much wiser, I resurrected the ring and had it re-set by a jeweler friend to reflect my newly discovered independence and style. But back in those days, the sight of those diamonds on my right hand was simply a painful reminder of my failure in the marriage stakes.

Now it seems I was ahead of my time.

The right-hand bling ring is the latest status symbol for women who no longer feel they have anything to prove.

Women are earning more, marrying later and have more disposable income than ever before, leaving them with plenty of room for a little self-indulgence. And it goes without saying that the newest status symbol should encompass the ultimate status symbol, diamonds.

In fact, the trend has become such a major force it's been given its own (albeit lackluster) terminology – "self-purchaser".

According to Greg Distefano, a spokesman for the Diamond Information Center at J. Walter Thompson, "The self-purchase market is now a \$3.75 billion business in the United States. Rings are the single largest type in this market. They account for two out of every five pieces of self-purchased jewelry."

Eager to get in on the action, DeBeers, the world's largest diamond producer, has produced a series of ads to tap into the hearts and wallets of this enormous, previously ignored, consumer demographic.

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"Your left hand is your heart. Your right hand is your voice," croons their recent print ads. "Your left hand says 'I do.' Your right hand says 'I did what?' Your left hand knows the answers. Your right hand asks the questions. Your left hand rocks the cradle, your right hand rules the world. Women of the world, raise your right hand."

With a market of over 43 million single women in the United States, Ruta Fox, a former advertising copywriter, created the "Ah Ring" in December 2000. "Since I was single, I named it The Ah Ring, and decided "Ah" would symbolize being A, available and H, happy. I thought since married women have wedding rings, and engaged women have engagement rings, single women should have a diamond ring they could buy and call their own," says Ruta.

The Ah Ring was an instant success, generating over a million dollars in sales in the first year, and was featured in Oprah Winfrey's "O" magazine.

Never a group to ignore the latest preoccupation with self-indulgence, celebrities have jumped on the bandwagon and taken the trend for diamond accessorizing to a whole new level. At this year's Oscars 5,000 carats of diamonds strolled the red carpet. Showcasing diamond baubles by jewelry design luminaries like Fred Leighton and Harry Winston, single celebrities Renee Zellweger, Cameron Diaz and Halle Berry shone brighter than the strobe lights.

So, what are the top-selling trends in right-hand bling rings?

, a leading online jeweler, suggests colored diamonds are a popular choice, with pink,

canary yellow, and blue diamonds the biggest sellers. The resurgence of brown diamonds, re-named and now cleverly marketed as cognac and champagne diamonds also sell well.

Contemporary settings, such as the sleek bezel-set and pavé, are popular with singles wishing to avoid the look of the classic round solitaire diamond. And for those who aspire to the cool sophistication of Audrey Hepburn, Tiffany's newly released Lucida setting is the ultimate in bling ring elegance.

But for those sassy singles who would have to forego three months' rent to afford a diamond, there are plenty of fabulous alternatives.

For all the bling without the sting, cubic zirconias are made with such precision these days that usually only a jeweler's loupe can spot the difference. From the sublime to the outrageous, the affordability of cubic zirconias means that you can have a different ring to match your outfit and your mood!

"Diamonds are a girl's best friend" may well have become the newly revived mantra for the modern 21st century woman, but if you still need an excuse to go out and get yourself some bling, I like to remind myself of the L'Oreal maxim – "Because I'm worth it!"

by Alex Miller

Alex Miller has been involved in the jewelry industry for more years than she cares to remember! She

lists her passions as "diamonds, diamonds and more diamonds" and has turned her passion into an informative website.

You can find more great articles about diamonds, engagement rings, bridal jewelry, honeymoons and more at

. The place to go BEFORE you shop for jewelry

online.

Right Hand Diamond Ring

By Laura Ciocan

The hottest trend in jewelry fashion, the Right Hand Diamond Ring seems to raise sales sky-high.

The latest trend in diamond jewelry is the Right Hand Diamond Ring. The marketing significance load is addressing mainly to the independent career woman of the 21-st century. It stands for success, strength, self assertiveness and freedom.

After the world has been filled up with the symbol of eternal love – the diamond engagement ring, the marketing strategy accompanying this old-renewed product opposes the right-hand ring to the diamond engagement rings and diamond anniversary bands. It is not only being positioned on a different hand but it also differs significantly in design. Its design purposely avoids any resemblance with matrimonial rings, uses open spaces, smaller stones instead of a single, in combinations expressing the personality and individuality of the wearer.

In fact, it's not at all about the right hand, as women did wear rings on their right hand fingers before this marketing concept came into being, it's about what became almost an obsession for the left hand ring!

And of course, after one conquest, others must follow - after the diamond engagement rings hit, the market for diamond rings still had potential! The commercial outcome is one of larger proportions, first of all because the general tendency around the world is to postpone or forego marriage, then, while the diamond engagement ring addresses only to grooms-to-be as buyers, the right hand ring addresses to both men and women. And this is how:

The independent career woman

The idea was to go with the new wave of feminist thinking stressing upon women's independence wish - married or not, you still have to wear a diamond ring to reassess your leading position alongside men! It's a sort of impulse for the women who are generically tired of the role of housewives and feel they can do better with their lives. So, the left hand ring stands for the labors that marriage brings along while the right hand ring reads as the careless, joyful side of life.

Men also

Men are also a target for this advertising technique: loving husbands are encouraged to buy a gift for their wives that will flatter not only their need for love proofs but also the thought of being valued and respected as an independent person, and not a nice accessory to men or a house decor item. And not only married men should buy right hand rings, the concept has a wider meaning: it doesn't matter if you are married or not, as long as you are involved in a love relation you should definitely consider buying a right hand ring as a gift!

For years, right hand rings have also been a sign of commitment for gay couples. So, another market segment gained.

All advertising that deals with aspects of human vanity has every chance to succeed, and when addressing to women, it seems that the chances are even bigger. That they prevail in beauty had been established long ago, but now it is not enough any longer as it is not enough merely being accepted into the social life. The need appeared for women to be recognized as equal in value to men or even surpassing them. Working more and earning more than ever before, women choose now to put the idea that we live in a men's world way behind them.

And this intelligent marketing line is apparently indeed a huge success, as sales have been going really high!

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