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**Right Hand Diamond Ring**

By Laura Ciocan

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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

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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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Laura Ciocan writes for

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diamond engagement rings

## **What You Should Know In Buying An Antique Diamond Ring**

**By Low Jeremy**

Buying an antique diamond ring—whether as an engagement ring, a wedding ring, or for personal satisfaction—is always an investment. Considered as "nature's perfect gemstones," antique diamond rings can be priceless and rare especially if they contain high-quality and high-grade diamonds.

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If you are looking forward to buying an antique diamond ring, the first thing to consider is the 4Cs of a diamond. Knowing the elements that reveal the true value and rarity of a diamond is the first step to know if you're likely to possess an antique diamond ring for keeps.

The 4Cs comprise of Carat, which refers to a diamond's weight; Clarity, which measures the purity of a diamond; Cut, which determines the diamond's brilliance and Color, which gauges a diamond's whiteness.

### An antique diamond ring for wedding

Since it signifies romance, innocence, and reverence, antique diamond rings are becoming one of the most popular choices in wedding rings today.

For a ring to be antique, it should be over than 100 years and originates from the Georgian, Victorian, Art Nouveau, Edwardian, and Art Deco. Typically ornate and detailed, antique diamond rings are usually authentic pieces or a reproductions inlaid in gold, platinum, titanium and silver.

Remember that antique diamond ring personifies character and history, which sets it apart from other modern designs. Before you purchase an antique diamond ring as a wedding or engagement ring, here are some of things you might want to consider:

1. Make sure that the antique diamond ring is professionally appraised before your pay for it. By doing this, you can be sure that all of its gems are authentic. You can also determine if the ring has been repaired or if it need repairs in case there are stone chips or cracks.
2. Look for a photograph with a hallmark or written and signed interpretation to know when was the ring authenticated.
3. In case the antique diamond ring needs a repair, get an estimated cost of before proceeding.
4. Be open-minded. There are gemstones and designs other people consider as unlucky. If you're not into these myths, you might want to consider these antique diamond rings because they might be less expensive than others.
5. Make sure that you inspect and examine closely the condition of the antique engagement ring. Take note of the prongs holding the center diamond and the shank of the ring.
6. Do some research on 10X jeweler's loupe.
7. Buy the antique diamond ring from a reputable jeweler or jewelry store.
8. Make sure that everything about the antique wedding ring is written on receipts, appraisals, and certifications.
9. Know if the stone is a genuine diamond or if it is a cubic zirconia, moissanite or other synthetic substance.

## Right Hand Diamond Ring

10. If possible, get a certificate from Gemological Institute of America (GIA) to ensure the authenticity of your antique diamond ring.

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