

THE ULTIMATE ENGAGEMENT RING BUYING GUIDE

How to Choose the Perfect Ring Without Overpaying



By Ernesto Buono Fine Jewellery

Introduction:

Why this Guide is Essential

Buying an engagement ring is one of the most meaningful (and expensive) purchases you'll ever make. But most buyers make costly mistakes—overpaying, choosing the wrong diamond, or settling for a ring that doesn't match their partner's style.

At Ernesto Buono Fine Jewellery, we believe buying an engagement ring should be exciting, stress-free, and rewarding. This guide will help you navigate the process with confidence, avoid costly pitfalls, and find the perfect ring that tells your love story.

1. The 5 Biggest Mistake to avoid When Buying an Engagement Ring

✗ Mistake #1: Overpaying for the “Name” Instead of the Quality

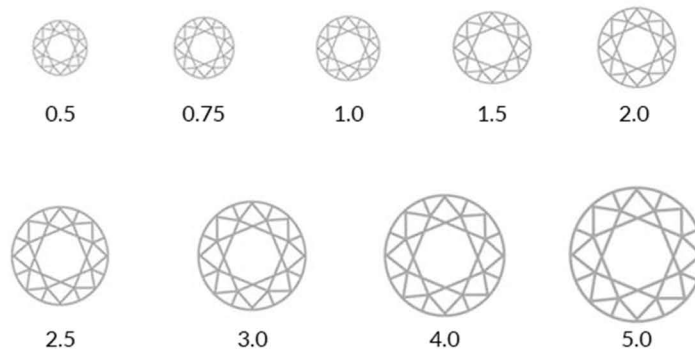
Big-brand jewellers often charge premium prices for branding rather than quality. Instead of paying for a name, focus on diamond quality and craftsmanship.

💡 **Pro Tip:** Buying from an independent jeweller (like us) means you get the same (or better) quality without the inflated price tag.



❌ Mistake #2: Prioritising Carat Size Over Cut

A bigger diamond isn't always better. The cut is what determines sparkle. A well-cut 1.00-carat diamond can look larger and more brilliant than a poorly cut 1.20-carat diamond.



💡 **What to Do:** Focus on cut quality first, then balance carat weight, colour, and clarity.

❌ Mistake #3: Ignoring Your Partner's Style

Many buyers get so caught up in diamond specs that they forget the most important thing—what their partner actually likes!

💡 **What to Do:** Pay attention to their jewellery style:

- Do they wear classic, modern, or vintage designs?
- Do they prefer white gold, yellow gold, or platinum?
- Ask their best friend or subtly check their Pinterest boards.

❌ Mistake #4: Not Considering the Wedding Band

Some engagement ring designs don't pair well with wedding bands, leading to frustration later.

💡 **What to Do:** Choose a ring that allows for a flush-fitting wedding band or consider custom options for a perfect match.



✗ Mistake #5: Not Learning About Lab-Grown vs. Natural Diamonds

Lab-grown diamonds are 100% real diamonds but cost 30-50% less than mined diamonds. Many couples prefer them for ethical and budget reasons.



NATURAL



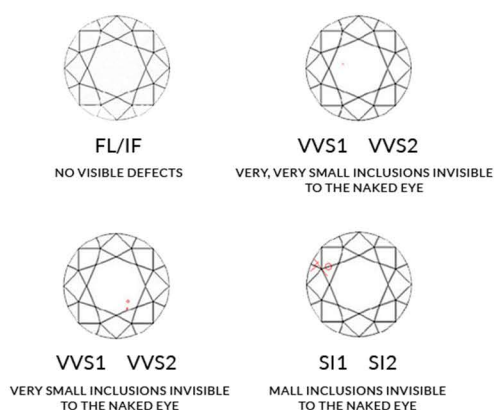
LAB CREATED

💎 **What to Do:** Decide what matters most to you—traditional natural diamonds or the value and sustainability of lab-grown options.

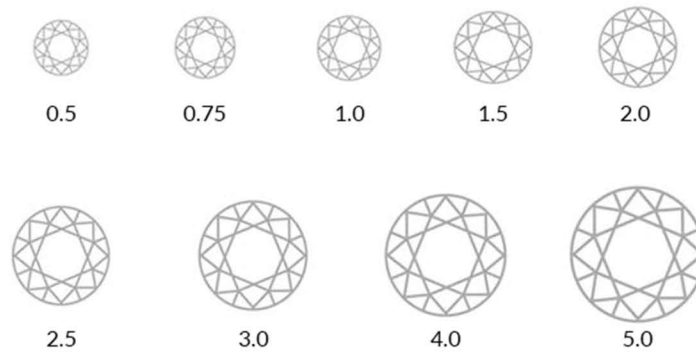
2. How to Maximise Your Budget Without Compromising on Quality

💰 **Want to get the most for your money? Here's how:**

- ✓ Consider Slightly Lower Colour & Clarity Grades – A G-H colour, VS2 clarity diamond looks almost identical to a D colour, IF clarity diamond but costs thousands less.







- ✓ Choose a Halo Setting – A halo of smaller diamonds makes the centre stone look larger and adds extra sparkle without the extra cost.
- ✓ Opt for a Slightly Smaller Carat Weight – A 0.95-carat diamond costs significantly less than a 1.00-carat diamond, but visually, there's little difference.



- ✓ Buy from an Independent Jeweller – We source diamonds at better prices than big-name chains, allowing you to get more value for your budget.

3. The Secret to Finding a Truly Unique Ring That Stands Out

Many couples want an engagement ring that's different from the rest. Here's how to make yours unique and personal:

-  Go Custom – Custom-designed rings allow you to create a ring that perfectly reflects your love story. At Ernesto Buono Fine Jewellery, we specialise in bespoke rings crafted to your vision.
-  Choose a Fancy Shape – Round diamonds are classic, but oval, pear, marquise, and emerald cuts offer a unique look with stunning brilliance.
-  Incorporate a Hidden Halo or Secret Detail – A hidden halo, personalised engraving, or coloured gemstone accent adds a touch of personality to your ring.
-  Consider a Coloured Gemstone – Instead of a traditional diamond, you can opt for sapphires, emeralds, rubies, or opals for a ring that truly stands out.

4. The Secret to Finding a Truly Unique Ring That Stands Out

Now that you have the insider knowledge, you're ready to find the perfect engagement ring without stress or overpaying.

At Ernesto Buono Fine Jewellery, we offer:

- ✓ Expert guidance to help you choose the perfect ring
- ✓ Custom ring design options for a one-of-a-kind piece
- ✓ Ethically sourced natural & lab-grown diamonds
- ✓ Competitive pricing without big-brand markups

Want a personalised help? Book a FREE ring consultation today!

- 📞 Call us at: 02 9635 5001
- 🌐 Visit us online: www.ernestobuono.com.au
- 📅 Book an appointment: www.ernestobuono.com.au/book-an-appointment

Bonus: FREE Consultation Offer

💎 **What to Do:** Decide what matters most to you—traditional natural diamonds or the value and sustainability of lab-grown options.

📌 Click below to schedule your consultation now!

Book My Free Consultation

