

Men Seeking Diamond Engagement Rings

Princess Cut Diamond Engagement Rings Ltd. is the newest online resource for men seeking the perfect symbol of love and commitment. An affiliate of the nationally recognized James Allen company, the site invites future grooms to "design your own".

May 1, 2010 - [PRLog](#) -- Towson, MD (PRWeb) May, 2010 – Princess Cut Diamond Engagement Rings Ltd. is the newest online destination for a groom-to-be who is hunting for a lasting symbol of commitment to the woman he loves. The company is an approved affiliate of the James Allen company, “the only online retailer featuring over 15,000 loose diamond photographs,” explains Princess Cut Diamond Engagement Rings Ltd. owner Gust Lenglet.

6 Tips for Selecting a Perfect Diamond Engagement Ring

For many years, men seeking diamond engagement rings had to spend hours going from jeweler to jeweler to compare and contrast stones. “Our relationship with James Allen gives our customers access to innovative technology and to look before they buy,” reports Lenglet. The James Allen site provides custom views of actual diamonds in high-resolution images and 3D movies.

Lenglet notes that first-time grooms can become overwhelmed by the process of diamond ring selection and offers the following tips for making the right choice:

- **Know Your Budget** – While a diamond engagement ring is the investment that will last a lifetime, Lenglet urges buyers to “set a budget...and stick to it.”
- **Go With a Reputable Jeweler** –Lenglet recommends asking advice from friends and family members and doing online research to ensure that the jeweler you select “is as respected and solid as James Allen.”
- **Choose a Stone** – Lenglet reminds buyers to consider the 4 C’s of purchasing a diamond: cut, color, clarity, and carat weight. “The diamond is the centerpiece of the ring,” says Lenglet. “Take the time to get this step right.
- **Choose a Setting** – Lenglet recommends a variation of the Solitaire, or single-stone setting. “There are many different variations when it comes to the solitaire, including the Four-Prong Solitaire Setting, Six-Prong, The Beel Setting and even the Trellis Setting. There is even one that consists of a three-stone setting.”
- **Choose the Metal** – The majority of engagement ring settings are platinum, yellow, gold or white. “You should do your research and pick out the best type of metal for your taste and budget,” says Lenglet. “Platinum tends to be the most expensive metal for diamond engagement rings, but it is also the strongest.”
- **Remember Who’s Wearing the Ring** – “It’s always fun to surprise a woman with a ring, but this may be one time when asking a woman about her taste and preferences makes sense,” says Lenglet. For grooms committed to secrecy, Lenglet recommends telling the bride-to-be that you’re getting her input to pass along to a friend.

By Choice or By Design

Princess cut diamond engagement rings are one of many types of cuts and are in the class of diamond shapes known as ‘fancy cuts.’ “We also offer emerald cut diamond engagement rings and cushion cut engagement rings,” says Lenglet. “Thanks to our affiliation with James Allen, we are able to offer a broad

spectrum of engagement and wedding rings, from ultra-luxe to more modestly priced.”

In addition to luxurious diamonds, Princess Cut Diamond Engagement Rings Ltd. also offers a wide selection of settings. “Every bride is unique and her ring should be, too,” observes Lenglet. Customers can choose their favorite band, the type of setting they like best, and the actual diamond or diamonds that will be featured in the ring.

“Most individuals purchase engagement and wedding rings from their local jeweler, and oftentimes, do not have the selection available that can be found at James Allen,” says Lenglet. “When you factor in the low prices and the superior service of James Allen, it’s easy to understand why Princess Cut Diamond Engagement Rings Ltd. has chosen to be an affiliate of this well-respected national jewelry source.”

Why Princess Cut Diamond Engagement Rings?

Lenglet says that the choice to highlight the princess cut diamond in his company’s name was in response to the tremendous enthusiasm for this method of shaping the stone. “The princess cut is very popular with 21st Century grooms,” he explains. “It adds a contemporary appeal to one of the most traditional symbols of love...the diamond engagement ring.”

The princess cut diamond first appeared in 1964 and is considered a relatively ‘new’ way to shape the stone. “A Belgian diamond cutter named Weistreich developed the princess cut diamond,” reports Lenglet. “It was created as a way to give a square diamond an equal number of facets to the round diamond cut known as a brilliant cut.”

It is also more affordable.

About PrincessCutDiamondEngagementRingsLtd.com

Princess Cut Diamond Engagement Rings Ltd is an approved affiliate of the James Allen company and a top resource for diamond wedding and engagement rings. For more information about diamonds, bands, settings, and a special ‘design your own ring’ option, please visit www.princesscutdiamondengagementringsltd.com

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