



TERNITY RING GUIDE

The eternity ring shares its heritage with the wedding ring as a symbol of neverending love, with its circle of metal having no beginning or end. The first recorded examples of eternity rings date to approximately 2000BC, where the ancient Egyptians set precious stones flush into a metal band, so these rings have a great sense of history behind them.



Eternity rings are most commonly worn on the same finger as the wedding ring, and so it is often wise to choose the same metal as the wedding ring for the eternity ring setting.



Setting an eternity ring with diamonds is the most popular choice, although other stones can be used instead of or alongside diamonds to stunning effect.



WHEN TO GIVE AN ETERNITY RING

Unlike engagement rings and wedding rings, there is no set occasion when you should give your partner an eternity ring. There are several occasions when eternity rings are traditionally given, such as a wedding anniversary or the birth of a child, but really, you can give an eternity ring to your partner whenever you like. If you didn't come up with an elaborately romantic way of proposing and presenting an engagement ring, why not seize the second chance of planning a brilliant way of surprising your partner with a fabulous eternity ring?



Eternity rings are usually worn on the same finger as the wedding and engagement ring, so it is worth considering what metal those rings are made of. Having said this, some people choose to wear an eternity on the right hand, or use it instead of a wedding ring, or even as a way of just wearing one ring which combines an engagement and wedding ring. An eternity rings is a stunning and versatile piece of jewellery, and how you choose to use it is up to you.

Where the eternity ring is given to celebrate the birth of a child, some people like to include the birthstone of the mother or child in the design of the ring. Some of the birthstones which work best for this purpose are emeralds (May), rubies (July) and sapphires (September).

If giving an eternity ring to celebrate the birth of a child, it is generally worth waiting a little time after the birth before giving the ring, as water retention and general pregnancy weight can lead to inaccurate finger measurements, and eternity rings (especially full eternity rings) are difficult to adjust in size once manufactured.

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STYLE OF ETERNITY RING

The first choice when designing an eternity ring is which of the two major styles to go for. There are clear pros and cons to each style, and there is certainly no 'right' answer on this front.

Full Eternity Rings

Full eternity rings are "true" eternity rings in the strictest sense of the word. The stones are set all round the ring in an endless circle. Full eternity rings are certainly stunning pieces of jewellery which will always look fabulous however the ring might move around on the finger. The downsides of this kind of ring are the greater cost of setting stones all around the ring and that fact that these rings are difficult to resize once manufactured.

Some people find full eternity rings slightly less comfortable than half eternity rings, as having the stones set all the way around the ring necessarily makes the ring stick out more all around the finger.

Some would argue that with a full eternity ring, you are paying for stones which cannot be seen when worn, others find the symbolic relevance of the continuous circle of stones more important.

Half Eternity Rings

With a half eternity ring, the stones are set around the top half of the ring only (the number of stones can vary significantly between designs and depending on the size of the stones used). When worn, this has the same effect as a full eternity ring, but does bring other benefits.

Half eternity rings are generally cheaper, having less stones set in them, and are also a little more comfortable to wear, as the unset portion of the ring will have a lower profile on the finger. It is also easier to resize a half eternity ring once manufactured.





SETTING OPTIONS

There are four main ways in which stones are set in eternity rings, each producing very different effects, each with their own strengths and weaknesses.



Prong Setting

The prong setting is the most traditional form of eternity ring setting, where claws rise above the ring surface to hold each stone in place. This displays as much of each stone as possible, meaning more light enters the stones, and they truly sparkle. Due to the raised nature of the stones, full eternity rings with a prong setting can be slightly uncomfortable if worn for long periods, and some people prefer to opt for the half eternity ring with this setting.

As each stone is held in place with the tips of a claw, this is not quite such a robust setting as some of the other options, so might not be the best choice for those with highly active lifestyles.

Bar Setting

With the bar setting, stones are separated (and held in place) by bars of metal running perpendicular to the band of the ring.

The bar setting offers a more contemporary look than the prong setting and is also slightly more sturdy. It does not, however, let quite as much light enter the stones as the prong setting. Like the prong setting, the bar setting offers a fairly raised profile, which some people find more comfortable as a half eternity ring than a full eternity ring.



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Rubover or Bezel Setting

With a bezel setting, a rim of metal surrounds (or partially surrounds) the top of each stone and holds it securely in place. A bezel setting does not let as much light into the stones as a prong setting, but is considerably more secure and has a less raised profile. Strategically placed cut-outs can enhance the amount of light entering the stones.

Although this is a traditional form of setting, it can still look stunningly modern. The slightly lower profile of this type of setting lends itself to both full and half eternity rings.

This setting works best with round stones.



Channel Setting

With a channel setting, the stones are set in a channel cut into the surface of the ring, flush against each other, with a rim of metal holding the stones in place above their girdles. This is the most secure type of setting for an eternity ring, and its low profile means it works well with both full and half eternity rings.

Although channel set eternity rings do not let quite as much light into the stones as a prong setting, they still offer a stunning looking modern style of ring.

Princess, emerald or smaller baguette cut diamonds work well in a channel setting, as the stones will sit flush to each other, although round stones also offer an interesting contemporary look in a channel set ring.





DIAMONDS & GEMS

As well as the type of setting, the type, size and cut of gemstone you choose for your eternity ring will have a huge impact on the way the ring finally looks. Because eternity rings utilise repeated gemstones around the ring, it is important to use a cut of stone which has a high degree of symmetry. Round cut stones, with their 360 degree symmetry are the most popular choice for eternity rings, but princess cut and emerald cut (or baguette cut for smaller stones) are also popular. With their flat edges, princess and emerald cut stones can be set flush to one another, which looks great, especially in a channel set ring. Having said this, round cut stones can still be used in a channel set ring to striking effect.

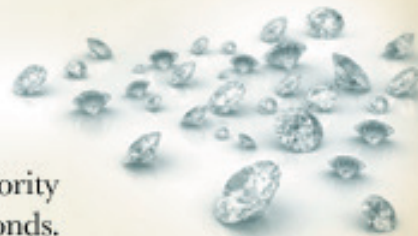
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Beloved Bespoke also offer various sizes of stone for eternity rings; the bigger the stones, the more dramatic the eternity ring, although it will of course also make the ring larger, with fewer stones in total.

The most popular gemstone choices for eternity rings are as follows:

Diamonds

A diamond eternity ring is a stunning and sophisticated choice and the vast majority of eternity rings are set purely with diamonds. With their connotations of enduring love, many see the diamond as the perfect partner for an eternity ring. Whatever cut of diamond you choose, Beloved Bespoke only use very well cut stones of VS2 or better clarity and H or better colour, meaning that they appear flawless to the human eye and sparkle brilliantly. The Diamond is April's birthstone, making a diamond eternity ring a particularly poignant gift for mothers of April babies or partners born in April.



Sapphires

With their beautiful deep blue hues, sapphires are another popular choice for eternity rings. They work particularly well alternated with diamonds, as the stones play off each other for added sparkle. Having said that, a pure sapphire eternity ring can also look beautifully unusual. Sapphires are September's birthstone, so take on added significance for those whose birthday (or whose child's birthday) falls in that month.

Sapphires look great with the warmth of a yellow gold setting, but also contrast extremely well with platinum and white gold settings for a more contemporary look.

Rubies

The ruby is July's birthstone and not only looks great in eternity rings, but adds to the symbolism of the ring, being associated with love and passion. Like other gemstones, rubies look especially good if alternated with diamonds in an eternity ring to lighten the whole effect and add sparkle. Traditionally, rubies are more often set in yellow gold, where their fire complements the warmth of the gold colour, but they also work with white metals.



Emeralds

Emeralds are beautiful and somewhat mysterious looking green gemstones. Again, they look especially good in an eternity ring when alternated with diamonds, but can also be set alone to stunning effect. Emeralds are the most brittle of the major gemstones, and consequently may not suit those with a highly active lifestyle. Alternatively, it might be worth setting emeralds in a channel set ring, where the stones are more protected.

The emerald is May's birthstone, making eternity rings set with emeralds into a particularly special gift for those with May birthdays, or whose child is born in May.



Sourcing & Certification

Most consumers will have heard of 'blood diamonds', and it goes without saying that nobody wants one of the most romantic purchases of their life to be associated with helping to arm a rogue government or militia. After a diamond has been cut, it is not possible to know the origin of the stone, so at Beloved Bespoke we insist that our suppliers subscribe to the Kimberley Process Certification Scheme, and we also provide individual certificates for all diamonds of 0.8cts and over.

We want our customers to have complete piece of mind that their rings are of excellent provenance, which is why we also manufacture all our rings in the UK and carefully monitor the sources of our metal as well as our diamonds and other gemstones.





METAL

Unlike wedding rings, the metal is not the most significant part of the cost of an eternity ring. Because the majority of the value of an eternity ring lies in the diamonds or other gemstones, we believe it is best to show off your stones with the highest

quality metals. For this reason, we only offer Platinum and 18 carat white and yellow gold settings for eternity rings.



Platinum



Platinum is the rarest and consequently the most expensive of the major precious metals from which to make your ring. Unlike gold, which is very malleable in its pure form and is therefore alloyed with other metals to make it hard, platinum is naturally durable, so platinum rings are 95% pure.

Although expensive, if you have the budget, platinum's qualities make it a superb choice for an eternity ring, as the white metal sets off the gemstones brilliantly. It is an extremely durable metal, meaning that a platinum setting will hold your stones very securely and last a lifetime.

It is also the heaviest of the precious metals used in jewellery manufacture, endowing platinum rings with a real sense of substance.



Please note the metal colours shown are for illustrative purposes and as such are approximations only.



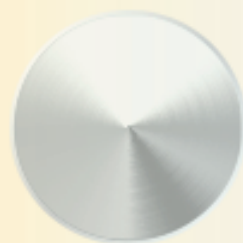


18 Carat Yellow Gold

18 carat yellow gold is a very traditional choice for an eternity ring. This alloy is 75% gold, meaning that the rings retain a rich gold colour. Although white metals are currently more popular for setting diamonds, yellow metal can also look stunning with diamonds (and rubies or emeralds).

It's really a simple matter of taste, so why not see how yellow gold will look on your hand with our augmented reality app? 18 carat yellow gold is alloyed with copper and silver to improve the physical properties of the metal and make it more hard wearing. 18 carat gold is heavier than 9 carat gold, but lighter than platinum.

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18 Carat White Gold

18 carat white gold is one of the most popular choices of metal for eternity rings. This alloy is 75% gold, combined with palladium and silver to give it its white colour. 18 carat white gold is slightly whiter and warmer in appearance than Platinum, which is slightly greyer. This alloy, like the other 18 carat gold alloys, is lighter than platinum, but still weighty and hard wearing enough for everyday use. 18 carat white gold is usually plated with rhodium, a very tough, white and extremely expensive metal, to improve the lustre and whiteness of the finish.

Like platinum, this metal sets off diamonds (and sapphires) wonderfully well.



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FINISHING TOUCHES

Once you have selected the style of eternity ring you want, the type of setting, the gemstones you want (and their cut and size) and chosen which metal to make your ring from, you will already have created a wonderful piece of bespoke jewellery. Why not finish your ring and make it completely unique by adding a personalised inscription in the ring?



Conclusion

Despite the wealth of advice available on the subject and huge number of choices, there are no hard and fast rules about eternity rings. The most important thing is that you choose a ring that you and your partner love, and we hope that our design software makes that process easier and more rewarding.

At Beloved Bespoke, we keep our costs down by operating online rather than maintaining lavish premises on the high street, which allows us to keep the cost of our rings highly competitive whilst still offering a truly bespoke product.

We do not ever compromise on the quality of our rings. We use the best materials and British workmanship available to ensure all our products are of an exceptionally high standard. When purchasing an eternity ring from us, you will also receive:

- **Cast iron guarantee that your ring will be in perfect condition**
- **Free size adjustment if your ring does not fit perfectly***
- **Free ring polishing and servicing on your first anniversary**
- **Any other alterations to your design completed 'at cost'**
- **Stylish Beloved Bespoke ring box and suede pouch**

**full eternity rings cannot always be adjusted, so it is important to measure finger size accurately for these rings*

