

ONE WHITE DRESS

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Q & A With Claudia Endler

by onewhitedress on 24/01/11 at 7:40 am



We're lucky enough to have a few minutes with Claudia Endler from [Claudia Endler Designs](#) today...

Jewelry designer extraordinaire with a passion for creating pieces that reflect a persons unique qualities. Her bridal and wedding designers are created with a modern, architectural flair, perfect for couples looking for that unique ring like no other.

1. What style of design can brides come to expect from Claudia Endler Designs?

Modern, elegant and infinitely timeless jewelry designs. I draw from architecture, art and graphic design to bring shapes to their minimal and purest form. I see it as a way to discover express and reveal the wearer's inherent unique qualities. Geometry never goes out of style and it is about proportion and line. Small changes can make big differences and the client has the option of adding stones, stacking or making a clean statement piece. I work with brides and grooms and customize rings to find the unique fit for their taste and lifestyle.

2. What trends are you seeing lately in engagement & weddings rings?

Today's market offers more choices in materials, styles and stones than ever before. Today's bride and groom are not limited to the traditional pronged setting.

- Style choices - Today the trend is toward style categories such as romantic, artsy, organic, modern, architectural as well as traditional.
- Metals - There are more metal options such as titanium, palladium, tungsten, steel along with gold and platinum and now cobalt. In the recent economic downturn I've also seen couple consider 10k gold and sterling silver designs as an alternative as precious metal prices keep increasing.



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- Stones - More stone options and shapes, rough diamonds, colored diamonds, laboratory grown stones, old mine or rose cut diamonds, designer diamonds and colored stones. For instance brides may be choosing cushion and oval cuts over a traditional round brilliant shape and sapphires over diamonds seem to be gaining popularity with brides.
- Pave'd diamond rings - are still very strong but there are more variations on them now.
- Custom Design - For my clients having the option of custom designed pieces is very valuable. I find that more and more couples are looking for unique engagement and bridal rings to express their union and modern designs, being timeless, have gained more and more appeal.

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3. What lower cost alternatives do brides have today if they can't budget for their dream diamond?

The 'dream diamond' can be a bit unrealistic. But I love options so here are several:

- Smaller center diamond – A smaller diamond now a bigger diamond on a future anniversary.
- Looks like a diamond – There are some interesting and good looking man made and laboratory created diamonds such as cubic zirconia, moissanite, and laboratory grown diamonds that will provide the wow factor at much less of a price. And very few people will be the wiser as only an expert can tell the difference under magnification or testing devices.
- Colored stones are a great alternative. Sapphires and Rubies are beautiful, durable and long-lasting stone both for wear and for style. Take for example Kate Middleton's gorgeous 18-carat sapphire and diamond ring. Some brides choose their birthstones as alternatives.
- Use non white diamonds -instead of a white diamond. There are diamonds that are termed champagne, black, brown that are interesting and less expensive. There are also industrial grade diamonds that are not clear but with the right cut and setting have wonderful artistic feel to them.
- The 'No Center Stone' alternative - The engagement piece can have several or more smaller stones instead of one larger stone. Depending on the design you may well get more sparkle this way for less money.
- Focus on design not on the rock – Find a creative jeweler whose work you like and focus on the design.
- Matching wedding bands - Choose a matching wedding band with your mate and save the diamond ring for celebrating another time.

Thank you Claudia for sharing your professional insights with *One White Dress* and for your informative and creative responses. To view the collection be sure you visit [Claudia Endler Designs](#) today and be whisked away to a world of infinitely modern jewelry. ♥

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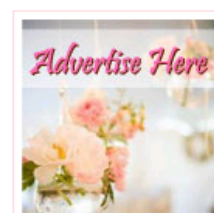
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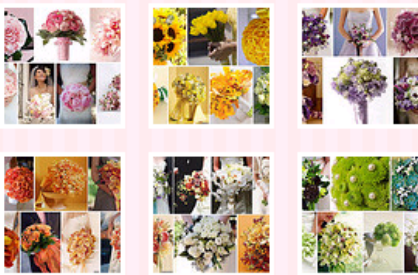
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