

SALES PITCHES



JANE TAYLOR

PRODUCT DETAILS: Color Candy round solitaire ring with 4.5-carat blue topaz and blue sapphire pavé (0.18 TCW) in 18K white gold
MSRP: \$3,070
 (212) 226-8878 (at Fragments)
 janetaylor.com

RING LEADERS

MIXED METALS AND STONES OF VARIOUS CUTS AND COLORS CHARACTERIZE A NEW AGE IN BRIDAL DESIGN

CLASSIC AND VINTAGE, MODERN AND RUSTIC — there are as many different engagement rings as couples about to walk down the aisle. Whatever their inclinations, customers will have no trouble committing to one of these new bridal designs, like this ring by Jane Taylor. According to retailer Win Betteridge of Betteridge (CT, FL and CO), “The workmanship in this ring is great. The prongs are very fine — they aren’t bulky and don’t use too much metal. The color matching of the stones is sophisticated. I could see this as a beautiful right hand ring.” — **Story by TANYA DUKES**

the finer things | SALES PITCHES

SARAH GRAHAM

PRODUCT DETAILS: Shadow engagement ring set in 18K white gold and white diamond ring semi-mount set

JULIE VON BARGEN THOM'S PITCH: “This is a simple solitaire in a lot of ways, but the band very much becomes part of the ring. There’s a sense of continuity that creates one look overall. It has a low profile that’s comfortable to wear, which is important to people with an active lifestyle. The two-tone look is an unusual and gorgeous combination.”

MSRP: \$4,410

(415) 626-6260 | sarahgraham.com



CLAUDIA ENDLER

PRODUCT DETAILS: Modern deco inspired Slim Emerald solitaire ring stacked with two 6mm bands, shown in 18K white gold

JULIE VON BARGEN THOM'S PITCH: “It’s very modern and very crisp, but it has texture that softens that effect. The low profile makes it comfortable and gives the feeling of wearing a wide band, but with the opportunity to have a feature diamond. In this minimalist design, there’s nothing there that doesn’t need to be.”

MSRP: \$1,600 (semi-mount in 18K white);

\$1,500 (each flat band)

(325) 225-5924 | claudiaendler.com

TODD REED

PRODUCT DETAILS: 18K rose gold ring with black fancy cut diamond center (1.975 TCW) and white brilliant cut diamonds (0.96 TCW)

JULIE VON BARGEN THOM'S PITCH: “The design has a beautiful simplicity and makes a great non-traditional engagement ring. It has the durability and some of the brilliance of a diamond, without the look of a traditional white diamond ring. The setting allows a wedding ring to sit flush against it and it’s easy to create an eclectic and interesting look by combining it with different wedding bands.”

MSRP: \$6,820

(800) 876-8609 | toddreed.com



JULIE VON BARGEN THOM
 VON BARGEN'S JEWELRY, NH & VT

“The majority of engagement rings we sell are of the the white metal, white diamond variety, with diamond accents. We also carry a number of artisan collections and sell them well. In our market — Vermont and New Hampshire — it’s an artistic and outdoorsy community. People aren’t interested in looking overdone or overstated, so alternative and creative looks are very appealing.”