

# Weddings

## The Colorful Side of Diamonds

Celtic Revival  
Love Knot Rings

By E.T. Robbins

Color is all the rage in bridal gowns (think icy pinks or the popular blue sash dress). So why not engagement rings or wedding bands? Time to take a walk on the colorful side.

### Ring History 101

Merritt W. Mayher, President and CEO of Shreve, Crump & Low ([www.shrevecrumpandlow.com](http://www.shrevecrumpandlow.com)), says the concept of engagement rings goes back thousands of years in jewelry history. But the focus was not on the diamond until Queen Victoria received one from Prince Albert (whom she married in 1840). The queen was indeed a trendsetter. She not only sported a diamond engagement ring, but also set the standard for the white wedding dress.

"When you think about how celebrities influence us today and influence our desires, Queen Victoria was no different," says Mayher. "They didn't have movie stars [back then], they had queens." Now, enter Hollywood. Stars like Jennifer Lopez are starting trends of their own, and the pendulum is swinging back in the direction of colorful rings.

### Pretty In Pink (and yellow, and blue, and...)

Shreve, Crump & Low launched its famous Boston engagement ring – a diamond flanked by two sapphires (cost ranges from \$5,000 to \$135,000) – in the mid-nineteenth century. So while an interest in color is not new, the hot color right now is – pink. "We are seeing an uptick in colored diamond requests," confirms Mayher. "There's a lot of interest in pink diamonds. That is still a carry-over, of course, from Jennifer Lopez's famous ring."



Shreve, Crump &amp; Low, 3 Stone Rings

And it's not just diamonds – pink sapphires are gaining popularity as well. Mayher credits another Hollywood vehicle. "In the movie *Legally Blonde*,

Reese Witherspoon gets a pink sapphire. It's quite a nice one, actually. It did definitely drive some interest in that look."

For some, the idea of color is not so new. As Laura Cantin of Cantin Jewelry Designs ([www.cantinjewelry.com](http://www.cantinjewelry.com)) in Ipswich says, "For me, [the demand for color] has been fairly steady. I would have to say twenty-five percent of my wedding bands or engagement [rings] will have color. I tend to work my jewelry around stones."

Colored sapphires are hot, says Cantin; not just pink – yellow is popular as well. And if someone likes colored sapphires, it's good to know they are more affordable than colored diamonds. For example, a one-karat canary diamond may go for \$5000-\$10,000, while a one-karat yellow sapphire ranges between \$800 and \$2,000. These prices are for the stone alone. The setting a couple chooses (such as platinum or white gold) will impact the final cost.

"If you want to get something different from a traditional diamond engagement ring," Mayher adds, "I would recommend looking at a square cut diamond. We have a beautiful master cut diamond from Shreve, Crump & Low. I would recommend considering a three-stone ring – either three stones with color (color center, color side) or three diamonds."

As Judd Rottenberg, resident diamond expert at Long's Fine Jewelers ([www.longsjewelers.com](http://www.longsjewelers.com)) advises, "It's very important to make an educated decision when buying colored stones – just as it is when buying a diamond. Cut and color are the most important factors. Time should be spent evaluating colored stones." Long's carries a complete bridal selection including colored diamonds, sapphires and gemstones.

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Yellow Radiant Cut Diamond with a White Trillion Cut  
Diamond on each side, courtesy of Long's Jewelers

### Celtic Revival... Beyond the Claddagh

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H Keane, owner of Celtic Revival ([www.celticrevival.com](http://www.celticrevival.com)) in Medford, has been in business for twelve years; buying a ring from Keane can be a spiritual experience and an education in Celtic symbolism. According to Keane's website, monks created Celtic knots and weaves (of fine silver) between the sixth and ninth centuries. A Celtic ring is the perfect symbol of marriage, says Keane, because it's a reflection of "a journey entwined."

For a different type of engagement ring, there's the Love Knot. This ring has two entwined knots and is 6.5 mm wide with Princess cut diamonds set between the knots. Prices vary with color and size, but typically range from \$1,400 to \$1,800.

Keane says, "We have many other styles such as Desire with the Keepers. This is a nice weave that is separate with two diamond 'keepers' at each side." Couples might make their rings even more meaningful by opting for the bride's favorite stone as the "keepers."

"We have also changed the weaves so that the couple is wearing something that the other partner likes. Now that's a marriage weaving their worlds together." ■

For many couples, the search for the perfect engagement and wedding rings begins, and ends, with Long's Jewelers. Luxurious, timeless and fashion forward pieces exemplify Long's Jewelers, New England's premier location for high-end designer jewelry and diamonds.

Firmly rooted in the Boston area for over a century and widely respected within the jewelry industry, Long's features premiere bridal designers such as Tacori, Verragio and Scott Kay, as well as popular styles like the Bostonian ring and the Memiore eternity bands.

With so much to choose from among the different ring styles, materials and designs, Long's personal attention and superb customer service aims to educate and inform couples when purchasing their wedding rings. The privately owned jewelry retailer has been certified by the prestigious American Gem Society, which is appointed to only a select few jewelers in America, and given only after strict examination of a company's gemological proficiency and proof of unquestionable business ethics and practices.

This fall, Long's is set to open their seventh location at the heart of Boston's financial district, which will feature 5,400 square feet of Long's fine diamonds and jewelry. Come in to a Long's Jewelers near you and witness first hand beautiful diamonds and unmistakable value.



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