

## Taking Charge Outside the Traditional with Unique Engagement Rings

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**Feb. 14, 2010** - [PRLog](#) -- When traditional just doesn't comply with a couple's lifestyle, the doors to creativity open, and wedding and jewelry companies respond by catering to the market of the unique giving couples the opportunity to create their own original style.

Due to the latest trends in fashion, particularly the crave for vintage or antique designs, increased popularity in alternative contemporary designs, lower budgets due to the recession-affected economy, increased availability of shopping for engagement rings online, and acceptance of unique engagement ring designs in local jewelry store inventories, couples have almost equal opportunity to find the unique as much as the traditional in engagement ring design.

Vice President of Tiffany & Co, Tom Carroll, is quoted in a CNN report released May 2002 as saying, many brides are foregoing the diamond engagement ring in favor of a simple diamond band. Stacking is popular: as women alternate thin metal bands with diamond bands. We've also seen more interest in engagement rings the feature colored stones (like sapphires and rubies) in the center, framed by diamonds. And, art deco styles have made a comeback...unlike most contemporary rings--- these rings a more about the design than about the diamond.

As 2010 progresses, many people are focusing more and more towards natural beauty, eco-friendly alternatives to large new diamond rings, and less of the formal or status quo. A popular eco-friendly concept in engagement rings is recycling diamonds or whole rings that are used, yet still beautiful. Antique rings are becoming a fashion sensation since the rings are both "green approved" as well as vintage trendy.

The rise in sales of unique engagement rings has not detracted from the rest of the jewelry market. Luckily, jewelry entrepreneurs have responded fairly well to the concept, and adapted or incorporated designs out of the ordinary into their own inventories. Software is also being refined more and more for couples to be able to create their own looks with the click of a mouse. Conversely, specialized jewelry dealers like local artists and antique ring salesmen are getting their chance in the spotlight.

It will be interesting to see if in the next few years a majority of couples prefer the rings we consider unique today, making the traditional...untraditional.

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