



How to: THE PRE I DO!

When it comes to engagement ring shopping, the experience can be as exciting as it is overwhelming. With countless styles, stone options, and considerations about budget, it's easy to feel unsure about where to start. That's why having a solid understanding of the dos and don'ts of engagement ring shopping can be a lifesaver!

Whether you're ready to surprise your partner with the ring of their dreams or start the journey together, a little preparation goes a long way. Wimmer's Diamonds and Fargo Monthly are here to help navigate the process in our Engagement Ring Shopping Guide—check out our universal advice and also learn about the personalized, expert care you can expect from local and family-owned jeweler Wimmer's Diamonds. Here's everything you need to know to make sure your engagement ring shopping experience is seamless and stress-free!

TIP: SAVE PHOTOS YOUR PARTNER HAS SENT YOU OR SHOWN YOU FROM SOCIAL MEDIA—THIS IS A GREAT WAY TO HELP NARROW DOWN THE RING STYLE!

WHAT SHOULD SOMEONE KNOW BEFORE COMING INTO A JEWELRY STORE TO SHOP FOR AN ENGAGEMENT RING?

Start by deciding how you'd like the ring-buying experience to unfold. Do you want to visit the store together to get an idea of their preferences, then return solo for the final decision? Or would you prefer to surprise them, or perhaps go through the entire process together from beginning to end?

"Our team of certified jewelry experts is here to guide you and your significant other through any questions you have about one of the biggest purchases of your life. Consider coming to our showroom together or have the soon-to-be ring-wearer come in with friends to ensure that the ring functions well for them and is a reflection of their vibe and style! This also gives you the opportunity to see different metal colors and stone shapes so you can feel more confident in what style works best for you. We can also discuss preliminary information on pricing—we are happy to accommodate a wide range of budgets."

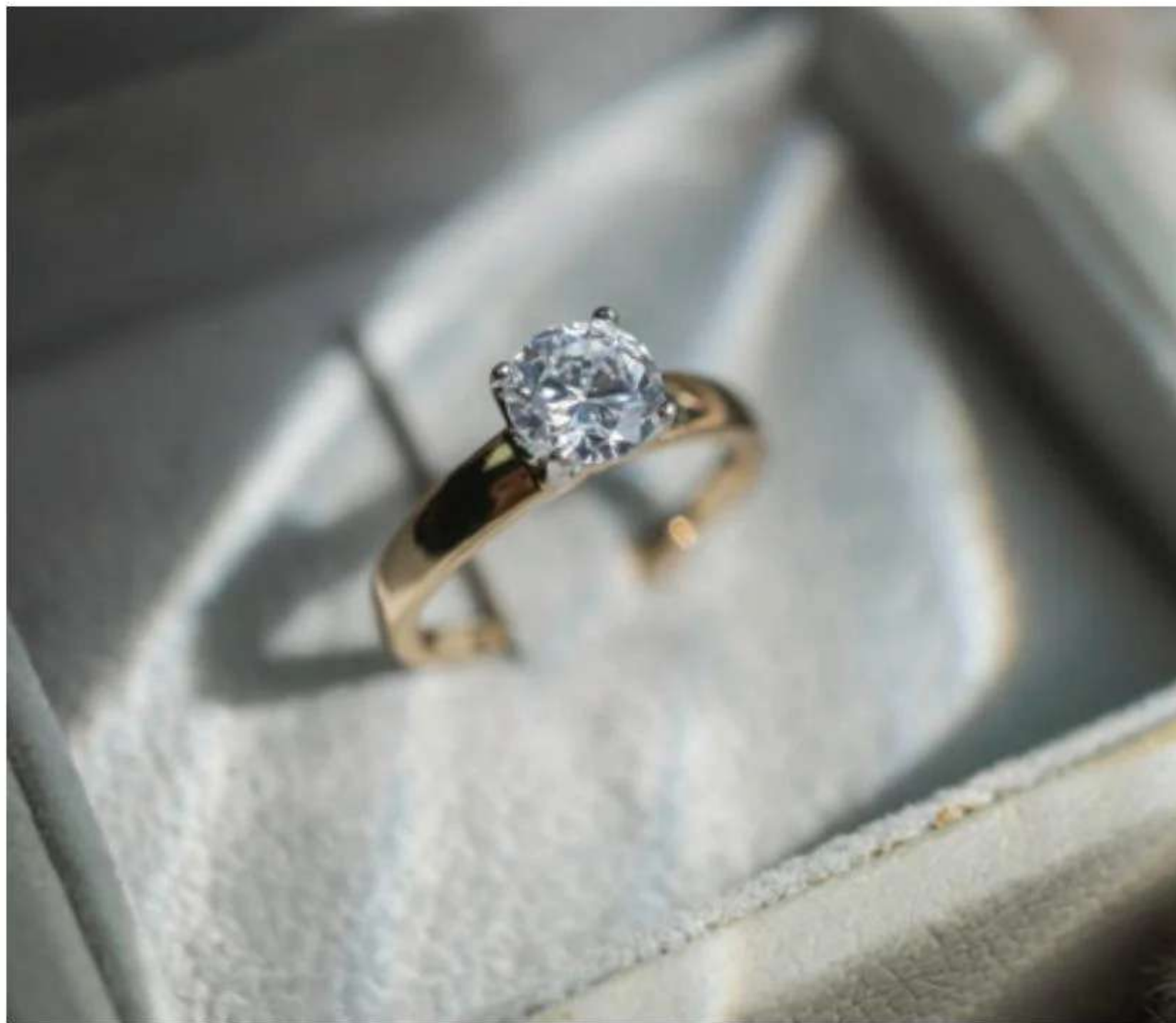
QUICK INFO: IF YOU WANT TO MAKE THIS A COMPLETE SURPRISE, TRY TO HAVE AN IDEA OF THE RING-WEARER'S GENERAL RING STYLE, GOLD COLORS, DIAMOND SHAPE & SIZE, AND YOUR BUDGET.

HOW DOES THE ENGAGEMENT RING PROCESS TYPICALLY BEGIN?

At Wimmer's, you'll begin with a beverage and 'get to know you' sesh to figure out wants and needs in a ring. There are many ring options to try on in-store, they can modify almost any ring to fit your requests, or, of course, they can design a fully custom, one-of-a-kind ring for you!

"Once we figure out any specific ring modifications you may want, our team of designers will get to work crafting the perfect ring for you." "

QUICK INFO: MEETING IN-STORE IS HIGHLY RECOMMENDED TO EXPERIENCE A VARIETY OF ENGAGEMENT RING OPTIONS AND GET HANDS-ON GUIDANCE FROM JEWELRY EXPERTS TO HELP YOU BUILD CONFIDENCE IN YOUR DECISION.



HOW CUSTOMIZABLE IS AN ENGAGEMENT RING?

If you can dream it, Wimmer's can make it!

"We have over 105 years of experience in custom jewelry design. The possibilities are nearly endless and our jewelry experts can help you navigate your options, so every detail is incorporated into the final design."

QUICK INFO: ANY RINGS IN-STORE CAN BE MODIFIED WITH DIFFERENT STONE SIZES AND SHAPES, AS WELL AS GOLD COLORS.

WHAT ARE THE MOST COMMON MISTAKES PEOPLE MAKE WHEN SHOPPING FOR AN ENGAGEMENT RING?

- Listen to your partner's preferences—just because you're a couple doesn't mean you share the same taste in rings. Pay attention to hints about styles and diamond shapes and sizes they love.
- The engagement ring is a lifelong symbol of your relationship, so choose what feels right for both of you, regardless of trends. Wimmer's will help build confidence in your choice based on your personal taste, lifestyle, and budget.
- Always plan ahead! Quality craftsmanship takes time, so aim to meet with Wimmer's about six to eight weeks before your planned proposal date. With their large selection of in-store engagement rings, they can try their best to accommodate a spontaneous proposal.
- Start thinking about a comfortable budget in advance, including whether or not you will need to look into financing options. Wimmer's can guide you toward the perfect ring while keeping you financially at ease.
- Don't get overwhelmed. The engagement ring-buying process should be easy and fun! When working with Wimmer's, you are simply finding a ring your partner will love that is within a comfortable budget for you!

TIP: HAVE A DATE IN MIND? BACK UP YOUR PROPOSAL TIMELINE BY AT LEAST 6-8 WEEKS TO ENSURE THE RING ARRIVES ON TIME.

HOW IMPORTANT IS IT TO KNOW YOUR PARTNER'S RING SIZE BEFOREHAND?

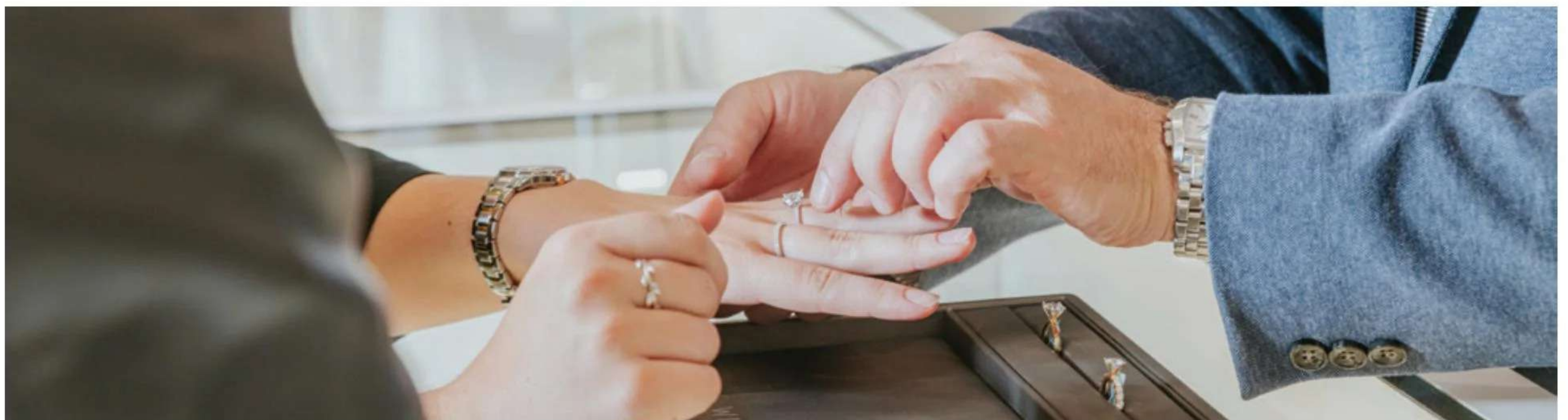
With over 70 combined years of experience, Wimmer's in-house goldsmiths are highly skilled at resizing rings. However, resizing does have its limits, and Wimmer's prioritizes maintaining the quality of the ring. In some cases, they might reorder a ring in the correct size rather than resize it. This is why it's important to know, or have an idea of, your partner's ring size before proposing to ensure the correct fit and preserve the sentimental value of the ring.

TIP: HAVE A FRIEND OR FAMILY MEMBER GET THEIR RING SIZE WHILE OUT SHOPPING TOGETHER OR ENCOURAGE YOUR PARTNER TO VISIT THE STORE FIND THEIR SIZE AND TO MARK ALL OF THEIR FAVORITE STYLES ON FILE ON THEIR WIMMER'S WISHLIST!

HOW MUCH SHOULD SOMEONE EXPECT TO SPEND ON AN ENGAGEMENT RING?

The simple answer? Spend what you can afford and are comfortable with. Wimmer's works with all budgets to get the perfect ring of your partner's dream.

QUICK INFO: FINANCING AND LAYAWAY OPTIONS ARE AVAILABLE.



ARE THERE TRENDS IN ENGAGEMENT RINGS THAT BUYERS SHOULD KNOW ABOUT?

"Trends come and go, but your personal style should be reflected in your ring. Current trends that we've seen lately include elongated diamonds as the center stone, in a timeless solitaire setting."

When a wedding band is added, it provides the perfect opportunity to showcase personality and style without overshadowing the engagement ring itself. Whether it be something super trendy or a timeless classic, Wimmer's offers an extensive selection of wedding bands in-store and is happy to assist with customizing a band to complement any engagement ring.

TIP: IF YOU'RE UNSURE ABOUT WHAT RING STYLE THEY ARE GOING TO LOVE, STICK TO SOMETHING THAT'S SIMPLE AND CLASSIC.

WHAT SHOULD SOMEONE DO IF THEY DON'T WANT A DIAMOND OR ARE LOOKING FOR A NON-TRADITIONAL RING?

"We will do everything possible to ensure you love your ring, while also acknowledging the functionality and craftsmanship of the ring. Although diamonds are always recommended due to their durability and hardness, our jewelry experts can help you identify other center stone options that are available."

TIP: SAPPHIRES ARE A GREAT DIAMOND ALTERNATIVE AND OFFER EXCELLENT DURABILITY AND VARIETY. PRINCESS DIANA'S ICONIC ENGAGEMENT RING IS A PRIME EXAMPLE OF NON-TRADITIONAL BEAUTY.

WHAT ARE THE BENEFITS OF PURCHASING FROM A LOCAL JEWELER VERSUS AN ONLINE STORE?

Wimmer's Diamonds provides a hands-on service, allowing you to touch, try on, and see the rings in person. Plus, if you need your ring serviced, an online store will have to ship out the ring, meaning it's then in the hands of the mail carrier, and usually takes more time than stopping in-store to explain the issues to the jewelry experts and goldsmiths.

"If you ever need to ask a question about your ring, you will be directed to an actual human with Wimmer's Diamonds, not an automated system with long wait times to be directed to a customer service representative. You cannot beat working with actual people, and online companies typically do not give the care and treatment that a local jeweler will provide."

QUICK INFO: LOCAL JEWELERS OFFER PERSONALIZED SERVICE, HUMAN CONNECTION, AND QUICKER, SAFER SOLUTIONS FOR RING SERVICING.

IS THERE ANYTHING ELSE FIRST-TIME ENGAGEMENT RING SHOPPERS SHOULD KNOW ABOUT THE EXPERIENCE AT WIMMER'S?

Wimmer's Diamonds treats you like family, regardless of how much you spend. They offer free inspections and cleanings on all jewelry and transparent pricing.

"Our team has extensive knowledge in the jewelry industry and has given clients the best experience possible in the FM area for the last 100 years. (Did we also mention that you can meet our beloved furry friend, Rosie, in-store?)"

VISIT WIMMER'S DIAMONDS AND GET STARTED ON FOREVER TODAY!



PREPPING TO POP THE QUESTION?

Now that you know what to expect—head to Wimmer's starting **October 14** through the end of the month to shop engagement ring-bling while you sip a complimentary brew! Plus, enjoy 25% off the ring for a limited time!

*Center stone not included


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