

Your guide to buying the perfect
**Engagement
ring**



Petra
Jewellery

Your family jewellers of Basingstoke.

Speak to an engagement ring design expert:

Call us (8am-8pm)

01256 213032

Or drop us an email

info@petrajewellery.com

Petra
Jewellery

19, The Cottage
Viables Craft Centre
The Harrow Way
Basingstoke
RG22 4BJ
(5 mins from J6 M3)



FREE parking on site (reserved spaces available), a lovely café; The Parlour Tearoom and 14 other independent businesses too.



YOUR PERFECT RING

Here at Petra Jewellery, we've been helping people choose their dream engagement rings for over 40 years. It's what we love doing and it shows. This is such a special time in your life and you'll want this ring to be worn and loved for a lifetime.

We hope this guide will give you plenty of inspiration for your ring, whilst offering useful advice about quality and different design and cost options. We are here to explain all the little details to you and we ask all the right questions to help ensure it's just right in every way.

With every engagement ring, we offer lifetime support and free cleaning to keep your ring as sparkly as the day you bought it. Let us help you make the right choice for this very special day.

We look forward to seeing you soon!

Mitch x

Owner

DESIGN YOUR RING

with a little help from us....

Whether you're starting from scratch or have a good idea of what you want, we'll talk you through all the options and give you expert advice on:

- setting styles
- gem stone selection
- choice of metals
- stone arrangements

You're welcome to bring in your own design ideas and we'll show you a wide selection of ring designs to match your taste, lifestyle and budget.

Enjoy a glass of champagne in our VIP Creative Suite in Basingstoke, or arrange a remote design consultation by phone, Zoom or email.

To schedule your initial design consultation, you can use our online booking system:

www.petrajewellery.com/diary

or contact us: **01256 213032**
info@petrajewellery.com

*Tell us what you like
and we'll sketch a
design just for you...*



WHAT'S YOUR STYLE?

Claw Set

It's really important to us that your ring design is going to suit your lifestyle. We'll advise you on ways to make even delicate designs more robust.





Rubover

Perfect if you are looking for a contemporary look that is especially practical for an active lifestyle.



Three stone

Maybe one isn't enough?!

A three stone ring offers great scope for design creativity.



PROPOSAL IDEAS

*Propose with a personalised gift..
then design the ring together.*

If you prefer the idea of having her input to the ring design then this is a lovely option; you still maintain the element of a romantic surprise but can't get the ring wrong!



We could work up some ring design ideas for you to present a sketch of where you got to. You could perhaps have a personal proposal message engraved onto a silver keepsake piece of jewellery to propose with.

We can even help you pick a gemstone to gift as part of your proposal (and if it turns out not to be quite right we can exchange it later).

We will support your bespoke proposal in whatever way helps. We offer beautiful gift boxes with a personalised invitation to a Champagne Design Experience, where you will both enjoy a private design consultation and plenty of bubbles!



Traditional

Choose from our collection of timeless designs that you'll love for a lifetime.



Contemporary

Why not try something more modern to reflect your own style and personality?







GIA®

Gemstone Institute America

DIAMOND *advice*

This gemstone, the hardest of them all, is a testament of endurance and strength, making it the ultimate symbol of love.

Diamonds can vary greatly in terms of colour, clarity and how they are cut. We want to ensure you understand the differences and how they affect what you can see. We will help you choose what is right for your own quality and cost criteria whilst ensuring we maintain our high standards too.

Every single diamond we show you will be hand picked by the Petra team from our diamond dealer who is a second generation trusted supplier in the industry.



GIA
CUT
SCALE

EXCELLENT

VERY
GOOD

GOOD

FAIR

POOR

Every diamond is unique.

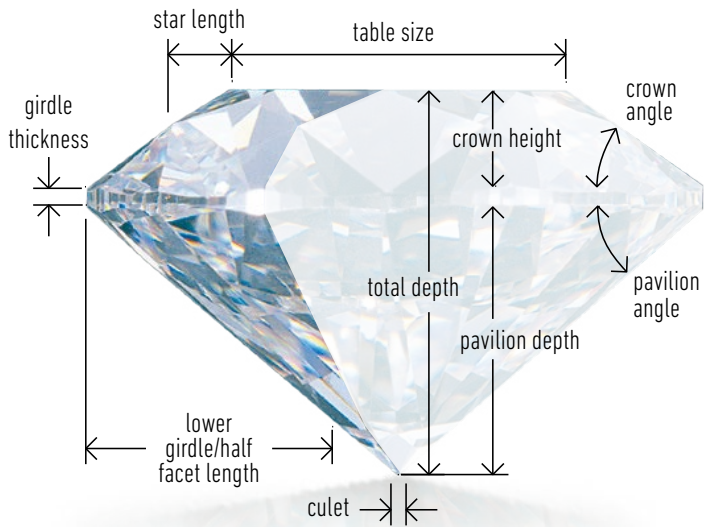
Yet all diamonds share certain features that allow us to compare and evaluate them. These features are often called the 4C's (cut, clarity, colour and carat weight).

CUT

A diamond's beauty lies in its complex relationship with light. Its proportions affect how light behaves, which in turn determines its 'brilliance' and overall sparkle.

All our diamonds are graded 'very good' or 'excellent' on the GIA scale.





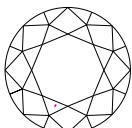
At Petra Jewellery we ensure our diamonds are always cut for maximum sparkle!

CLARITY

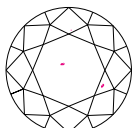
We want to help you understand just how important diamond clarity is. The purity of your diamond directly effects its sparkle, which is why we never compromise on clarity.

Because diamonds form under tremendous heat and pressure, it is extremely rare to find a diamond that is entirely flawless, but we will always do our best to find the purest diamond for your budget.

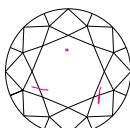
All our diamonds are rated at least SI1 on the trade standard GIA scale.



VVS₂



VS₂



SI₂



I₂

*Our minimum clarity standard
sits here on the GIA scale...*

GIA CLARITY SCALE

FLAWLESS

INTERNALLY
FLAWLESS

VVS₁

VVS₂

VS₁

VS₂

SI₁

SI₂

I₁

I₂

I₃

VERY VERY
SLIGHTLY INCLUDED

VERY SLIGHTLY
INCLUDED

SLIGHTLY INCLUDED

INCLUDED



GIA COLOR SCALE

COLORLESS	D
	E
	F
NEAR COLORLESS	G
	H
	I
FAINT	J
	K
	L
VERY LIGHT	M
	N
	O
	P
	Q
	R
LIGHT	S
	T
	U
	V
	W
X	
Y	
Z	



COLOUR

You will find colour to be the most obvious marker of diamond value. Put two different graded diamonds side by side and you will see the difference.

At Petra Jewellery, we give you the opportunity to compare colour grades in our Creative Suite and our diamond experts will make sure you are 100% happy with your choice.

The GIA colour scale extends from D (colourless) to Z (light yellow or brown).
With any stone below a G grade, you can clearly see a yellow tint.



*All our diamonds are at least G
graded on the GIA scale...*

CARAT

One carat equals 200 milligrams in weight.

For diamonds under one carat, each carat is divided into 100 points - similar to pennies in a pound. 0.75ct. = 75 points, 1/2ct = 50 points.



0.50 ct.



0.75 ct.



1.00 ct.



2.00 ct.



5.00 ct.

GIA has been entrusted with grading some of the world's most famous diamonds and we bring the same unmatched expertise to grading yours.

Every Petra engagement ring comes with a valuation certificate.

Learn more at [gia.edu](https://www.gia.edu)

BEAUTY

*is in the eye of
the beholder*

The 4Cs provide a way to objectively compare and evaluate diamonds, but numbers alone can't describe a diamond's mysterious and captivating beauty.

For that, you'll have to visit our shop and see one sparkle for yourself...





Cluster

Designed for ultimate glamour and sparkle. Draw attention to your rock by surrounding it with a collection of smaller stones. Even our tiniest diamonds dazzle!



Coloured

Capture your vibrant personality with a splash of colour by choosing your special stone from our range of beautiful shades.



Shaped

Some designs will require a shaped wedding band that's made to fit elegantly around your ring for a perfect match.



Speak to a design expert (8am-8pm)

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or email

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OUR GOLDSMITH

How we make your ring...

Once you're completely happy with the design, your engagement ring will be handmade by our carefully selected, skillful craftsmen.

We believe your engagement ring should be a unique symbol of your love, which is why we craft each and every ring with dedication and care.

Our local workshop team consists of experienced Goldsmith setters and polishers, as well as both hand and laser engravers.

Your ring is made to last forever and for that reason we offer you a lifetime perfection guarantee. Pop back anytime you fancy for a complimentary ring clean and check up.

Wed fit

Don't like the idea of a shaped wedding band? We can cleverly design your engagement ring to allow a straight band to tuck up neatly against it.







PETRA DESIGNERS

*Our friendly design team are help you
every step of the way.*

Choose your ring from one of our beautiful engagement collections.

Or book your complimentary Champagne Design Experience and together we'll create the perfect ring from scratch. You can specify all the fine design details to ensure your ring is truly unique.

To schedule your initial design consultation, you
can use our online booking system:

www.petrjewellery.com/diary

or contact us: **01256 213032**
info@petrajewellery.com

YOUR DESIGN

SETTING STYLES



4 claw



6 claw



rub over

ROCKS



diamonds



emeralds



sapphires

DIAMOND COLOURS

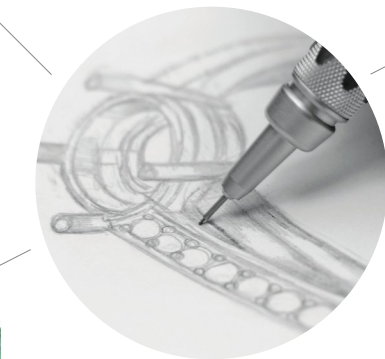
It doesn't have to be white...



BANDS

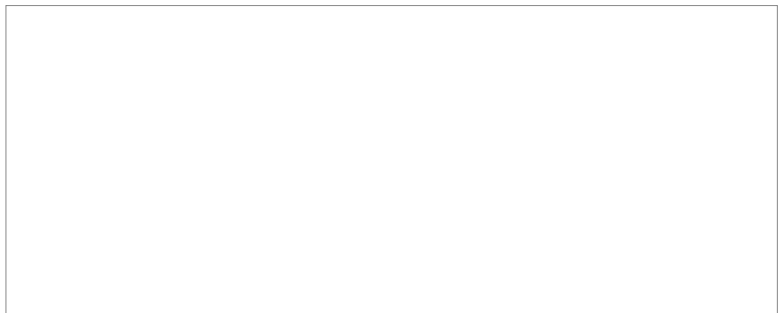


SHAPES



Notes

Sketches





WHY CHOOSE US?

We are here to make the whole journey special!





Let's get started...

BOOK YOUR NO OBLIGATION DESIGN
APPOINTMENT BY CALLING US ON: **01256 213032**

As a family business established for over 35 years, we always aim to operate in an ethical and professional way. We often encourage customers to utilise their own gold from existing jewellery to create new pieces.



AN ENGAGING OFFER

*We love being part of your
proposal story.*

To help you celebrate your engagement we will arrange for you to have a private photoshoot in the grounds of the gorgeous local country house Tylney Hall with our talented photographer Alistair Jones. We'll also treat you to Afternoon Tea - all compliments of the Petra Team.

To find out more please call us on

01256 213032

or email

info@petrajewellery.com



**COMPLIMENTARY
PHOTOSHOOT
& AFTERNOON TEA***

WORTH £250

Bring brochure into store to claim offer when
you spend over £1,500 on an engagement ring.

Petra
Jewellery

We'd love to help you design your perfect ring ...

www.petrajewellery.com