

First of all, thank you for downloading our guide.

About us



We are Roi and Liron, a husband and wife working in our own goldsmithing and jewelry design. We live in Israel with our child and dog. Custom made jewelry design is our specialty. Our story is very much like yours, it all began with our marriage proposal. Roi decided to surprise Liron with a marriage proposal. At first he did not have any clue about rings and jewelry. Luckily for him, his friend told him about a little business that belongs to a kind goldsmith. The marriage proposal was perfect and surprising, just as it should have been. When we wanted to buy a wedding ring, we knew positively we would turn to the same goldsmith from which Roi bought our engagement ring. When Liron entered the goldsmith's studio, she was absolutely enchanted. She always had a weakness for working tools and she could use her hands to accomplish any task (which is not typical to most women). At that exact moment, she knew her goal in life – designing jewelry.

We went to India for our honeymoon, where we took a motorcycle tour to the Himalayas, which was quite an extreme vacation. During one of our stops in dharamsala – an inspiring place with a lot of interesting courses – Liron took a goldsmithing course. We gained there a lot of knowledge and tools and got back to Israel. We opened our business and made our first steps in the jewelry business.

After a while we realized we have to keep up with the current technology. Computers are used for almost everything, and recently computer technology is one of the biggest trends in the jewelry business. We use 3D technology to design our jewelry. This digital technology allows us to achieve very complex designs, and thanks to it we can do everything we want.

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Every couple has a story...

Every engagement ring has a story...



We want to help you tell this story as best as you can.

We know it is difficult to come to a decision about which ring you should choose.

That is why we wrote the guide that will help you to make the most important decision of your life.

We feel it is important you will not make any mistakes, and that is why we offer our guidance during your important purchase. We think it is important that you will feel trust and confidence, and that you will know we are with you through the end. We want you to be delighted with your choice. It is important for us that you know that during this process we will give you our full attention, in order to help you choose the perfect ring.

We do not just design your ring.

We design your story within a ring.

Our guide includes a story of one of our clients

At 7 a clock pm, after a successful and exhausting day at work, David entered his home. He hurried to warm his dinner, to take a short shower and to relax on the couch while waiting for Jenifer to come and meet him again.

Jenifer is David's girlfriend for the last two and a half years, and both of them never experienced a love story like theirs.

David quickly finished his dinner and took a shower, because he knew Jenifer should be come at 8 a clock.

After the shower David sprayed himself with a perfume by Dolce Gavana. He set on the couch, as he planned, and turned the TV on to watch a live NBA game on the sports channel.

Suddenly his iphone rang, and on the screen appeared Jenifer's number under the screen name "My Love". He answered quickly: "Hi, my love"... and waited to hear her reply.



Jenifer answered with a smile (which he could sense in her voice) : "hi, sweetheart, I'm sorry but I won't be able to come to our date. I'm having troubles at work, because my client needs me to make the declaration for court tomorrow, and I have to stay and work". David felt disappointed, knows Jenifer's career is important to her, and he doesn't want to stand in her way, so he answers: "that's alright, sweetheart, we will meet tomorrow".

Jenifer highly appreciates David's support, and her love for him only grows with every passing minute. So she tells him in her soothing voice: "I love you so much. I miss you. I have been thinking about you all day, and I'll try to finish early. If it won't be too late, I'll come and meet you". David knows he will be delighted to spend the end of this amazing day with his eternal love, so he tells her: "I'll be happy if you'll come, but don't be hard on yourself. Right now you have to finish your work, and if you'll be too tired, I won't be mad". Jenifer: "thanks, my love. I'll get back to work, bye for now".

David ends the call and stares at the TV, in an attempt to find a way to spend his evening. He goes to get a drink and pours himself a glass of wine. He goes to the computer and turns it on. While he's waiting for windows to load, he thinks how deeply he's in love with jenifer. How this women represents everything he's been looking for. How she's pretty and smart. How he loves the sound of her laughter. How he's



addicted to her smell. How he wants to spend with her the rest of his life. David sips some wine and says out loud: "jenifer, I love you so much, I want us to live together. I want us to have children; I want to spend my whole life with you". Suddenly he realizes the windows screen loads up, and he watches with a smile on his face. He just realized he has decided to propose her to marry him.

His heart is beating! He puts the glass on the table and gets up. He combs his hair with his fingers. He is extremely excited. "I'm going to ask her to marry me!" he yelled, "I love you, jenifer, will you marry me?"

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as he walked around the house it dawned on him, but it is so true. His love for her is so deep, he cannot wait anymore, he as to propose her. They are together for two and a half years.

A couple of happy minutes fly by. Gradually david is beginning to relax, but his heart is still pounding with excitement. He sits on his computer chair, clicks on the explorer icon and opens yahoo.com. he is not concentrated, thousands of thoughts are running through his mind. He had just made a life changing decision. He knows he wants to marry jenifer, he doesn't want to live a single minute without her. He wants them to build their home, to have 2 Cadillacs and a beautiful back yard. He will build her a covered pool, which will also be heated during winter. They will have three amazing children and a Labrador.



After another long sip from the wine, he puts the glass aside. In the search box he types "diamond engagement ring". His eyes scan the screen, now he has to concentrate. "I'll find you the most amazing diamond ring". The search engine presents him with millions of results. He clicks on the first link on google, an impressive website with a lot of information and pictures. You can purchase a ring online from their stock and you can also design a ring online. But to design a ring alone, without any help, seems to him like an impossible mission. He doesn't have a clue about diamonds; he doesn't know anything about carats, what are reasonable prices etc. furthermore, he won't have anyone to assist him with his purchase. Immediately he leaves that complicated site and tries a different one. The next site sells the ring without a central diamond. He thinks, "What does that mean? Do I need to purchase the diamond separately? How do I do that?" feeling lost and confused, he clicks on a third site. There a virtual sales person constantly tries to sell him an expensive ring that he can't afford. After a couple of minutes, he realizes that it's not easy to choose an engagement ring.

This is an important purchase, and he cannot make any mistakes. The ring has to be beautiful and appeal to jenifer's taste. There's a wide variety online, and you have to make the right decision. "and what if she says no?" "how will I know she'll like it?", "what do I know about diamonds?" "I never had to buy a diamond engagement ring".

After he felt lost he realized he's got to consult his best friend Michael. He got even more excited by thinking Michael is going to be delighted for him.

Immediately he logged onto facebook to see if he's online. To the right of his facebook wall, he notices an ad which says "engagement and wedding rings. We do not just design your ring. We design your story within a ring".

Without hesitation he double clicked the ad. It was amazing. As if god contacted him through facebook. This is exactly what he needs.

" Free Report ,how to easily choose the perfect engagement ring "

How to design a ring she will positively love.

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Basic information every man must know before buying an engagement ring.

All he has to do is to fill the form, and in a few seconds he will get our free guide.

Working with David was fun. He's such a lovely guy. He filled every little detail in the questionnaire. He also told us how they met and where they spent their first date. Together we were able to design for Jennifer a ring she won't be able to take off her finger, even for a split second.

Designing the ring was fun, and all the romantic stories wrapped us in a positive feeling. We enjoy being a part of these romantic stories.

After we finished the design, we sent David an initial sketch of the ring. David loved it from the moment he saw it. He also asked to add a dedication to the ring, "for my love". And so we did.

The ring was a white golden ring checkered with a diamond in its center and with little diamonds around it. The back of the ring had a caption "for my love". It was very delicate and beautiful, just like Jennifer.



David received the ring in a decorated package with a card telling the story of their first date, just as we promised him.

A week and a half after he received our ring, we get a call from him. He was absolutely thrilled!

He told us about his marriage proposal. How we helped him in the process. He downloaded the file "30 of the most romantic marriage proposals", and decided that recreating their first date is the most romantic way to propose.



They walked along the beach, where he bought her the same ice cream as she ate on their first date. Exactly the same flavor at exactly the same place. Initially Jennifer looked at him curiously... David whispered in her ear "go along with me". He looked her in the eyes soothingly, with a look only Jennifer could understand.

After walking along the beach while feeling the wind in their hair, David placed a blanket on the beach that allowed them a view to the sunset. He set down a wine bottle and two

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glasses, just like on their first date. Jenifer is amazed to see how the most magical moment in her life, their first date when her heart pounded excitingly, is recreated in front of her. And her heart began pounding again.

David holds her hand with both of his hands and looks into her eyes against the faint sunset. He tells us it was a very powerful moment, just as in their first date, only much stronger. He offered her the ring, which glistened in the sunlight. The sunset flattered the ring. It was a magical moment.

A few seconds after David offered her the ring, Jenifer is beginning to digest what just happened. She is surprised, she is in love, she is happy. She said "I DO!".

Jenifer wears the ring. David notices how much she loves the design he chose, and how perfectly it sits on her finger. She looked at it for a few long minutes, smiling. She couldn't take her eyes off it.

They celebrated with a glass of wine, because they knew they had a great reason to do so. After a few moments of endless love, glances and smiles, David took out the card we made for them. He tells us that magical moment wanted to last on and on, and so it did. It was an eternally perfect moment.

He wrote us in his thank you letter:

"Thank you Roi and Liron!

I am delighted I chose you to design my future wife's engagement ring.

Jenifer is my whole world, and when she's happy I'm happy.

She was extremely delighted and amazed by the ring.

I feel excited each and every time I think about it, and it feels great. A marriage proposal is not an easy thing to do, it has to be a perfect moment, and I did it!

A lot of it was thanks to you.

Thank you again, you are amazing!"

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Five common mistakes when choosing an engagement ring

1. A woman's taste is reflected in her looks. In addition, it influences her personal taste in jewelry. A man who does not take the ring's design seriously, can make a mistake and disappoint his future bride. It's not enough to decide to make a marriage proposal. Choosing a ring is also important, and there's no room for making mistakes.

The solution: find a jewelry expert who understands the meaning of design to engagement rings. He will be able to make sure the ring will be will please your girlfriend, so she won't be disappointed in such an important day.

2. Many people don't understand that the most important thing about diamonds is their refinement quality and the emphasis on colors and etc. the higher refinement quality, the shinier the diamond will be. This is a sure formula, but many people don't realize it.

The solution: research thoroughly! Don't settle for businesses that sell diamond jewelry without knowing about diamond colors, diamond cleaning, diamond cutting, prices of gold etc. your lack of knowledge can put you in an inferior position in front the wrong people, and then you might have to pay an exaggerated fee or worse. In addition, there are quite a lot of myths about choosing wrong, not accurate or non-relevant diamonds.

3. Say, for example, you are looking for a ring and you see so many impressive and beautiful designs to choose from, you get confused and don't know what will suit your needs. You realize the price range of different rings changes significantly, even though you cannot tell the difference between them. It is very frustrating to make a decision about choosing the right ring.

The solution: set your budget in advance! It does not have to be set in stone, but if you want an engagement ring that costs 2,500 dollars, you definitely should set a price range you will be comfortable with. It's important for two reasons: first, a specific budget will help you avoid exceeding your price limit (it's not healthy to anchor the buying of an engagement ring with a feeling of spending too much). Secondly, it will be make it easier for you to face the wide variety of ring designs. Setting a budget will minimize your options and make your decision easier.

4. Proposing your women of choice with an amazing diamond ring involves a lot of preparations. A common mistake is to offer your loved one an amazing diamond ring that does not fit her finger.

The solution: talk to her friends, or even her mom, and ask for help. Don't be afraid, it will make it easier for you. Ask them to find out about the measurements of her finger, and make sure it will be the right finger on the left hand, the ring finger near the pinkie finger. You can also get a ring she's wearing, and find out the exact measurements of her ring finger.

5. Many times people feel insured to ask questions about things they don't know about, especially when dealing with professionals. Not everyone is an expert on diamond rings, and that's fine.

The solution: realize that asking questions should be an integral part of the conversation. It's also a way to test the man in front of you: his conversation manners, is he willing to share his knowledge? Is he evading certain topics? Etc. you have to trust the person in front of you, and communicate with him straightforwardly. This is an important purchase of an important item.

An explanation of our method

Each piece of jewelry goes through a few stages until it is ready to be worn by a woman.

1. **Preparation** – this is the stage in which we collect all the information needed to design the jewelry. It starts with the size/weight of the stone, the size of the finger (if it's a ring), and the weight of the metal (mostly its gold). Sometimes a customer knows exactly what he wants. He comes ready with a drawing or a picture. Sometimes just an explanation about the idea will be enough to start working.

2. **Doing the initial sketch** –we work on a computer with 3D jewelry design software. The simulation software provides us with all the tools needed to accomplish our work as planned. In addition, this advanced software allows us to design with maximum precision. It allows us to create any model we can think of, with no limitations regarding its complexity, size or shape.



3. **Simulation of the model for the client** – after the initial sketch is ready, the design is saved in a special file, which will allow a simulation to read it. The simulation software allows us to simulate for the client how the ring will be in real life.



4. **Printing** – printing digital models means we have a saved file of the wanted model. We send this file to special print that can read this type of file and print our 3D model with a polymeric material that can be casted.



5. **Casting** – after we got our digital 3D polymeric model, we can cast it to the wanted metal. This model is heated in a special plate, into to which the wanted metal is casted. After it has cooled down, we take the metal out of the plate and we get the wanted metal model, which is almost ready.



6. **setting and final finishing** – now that we have an almost ready piece of jewelry, all there is left to do is set the diamonds. This process is called setting, and it is done by a professional. The setting stage is an important one, because it will give the jewelry its final look. It must be precise. The diamonds are an expensive part of the jewelry, so the setting must be of the highest quality.



After the setting stage the piece of jewelry is refined and finished. In the end of the process, the piece of jewelry is shining and glowing, the diamonds are well setting and it is ready to be worn.

Frequently asked questions:

1. What is the difference between carat and karat?

Carat: a weight unit used in the diamonds and jewelry industry. One carat equals 200 mgs, which means five carats equals one gram. Each carat is divided to 100 "points". The origin of the word is in ancient Greece, where they used carob seeds for weighing things. It is interesting to note that a carob seed weigh exactly one carat.

Karat: this is the unit used to measure the purity of gold. Pure gold is defined as 24k and it symbolizes 100% pure gold. The purity levels actually signify the gold percentage in the mixture. The more a piece of jewelry has higher karats, the more gold percentage it has. The higher the karat, the more expensive the price of the metal out of which the jewelry is made. For example, a 14 karats gold jewelry contains 58% of pure gold.

2. Is it possible to come to the store and take a look at your products?

Vidar jewelry is a store that is based mostly on online orders through our website. We don't have stocks in our store, because we manufacture per order, according to the specific demands of each customer.

This method allows us to offer a wide variety of products in attractive prices, because the costs of holding stocks are not included in the prices the customers pay. We work in cooperation with some of the biggest and strongest suppliers in the diamonds business, in Israel and around the world, which provides us with exactly what our clients' need. Therefore, except for a couple of very popular models, we don't hold any stocks available for clients viewing.

We invite our customers to contact us for counseling. We will be happy to explain about diamonds, metals and the options available to the customer, in order to match the product to his budget and purpose. Please contact us, fill in your details and we will contact you soon.

3. What's the difference between an engagement ring and a wedding ring?

First, it's important to explain the core difference between these rings, which is a difference inherent in the purpose the ring is used for. An engagement ring is used while making a marriage proposal. A wedding ring, on the other hand, is the ring used to bless the future husband or wife during the marriage ceremony.

Now let's explain the differences between the rings. An engagement ring with diamond's is a symbol of the "crowning" ceremony of the man's chosen women, and a tangible symbol for the commitment of the future husband to his chosen women.

The custom is to use an engagement ring checkered with a diamond in the center or a couple of diamonds, made out of an expensive metal such as gold or platinum. There's no limit to the character of the engagement ring, therefore there's a lot of room for creativity and the expression of personal tastes.

The wedding ring, as mentioned, is used in the wedding ceremony. The very act of giving and wearing the ring during the ceremony is a holy one. It is custom to use a delicate and comfortable ring, since it is meant to be worn on the fingers each and every day.



engagement



wedding

4. What's the difference between yellow gold and white gold?

The original color of pure gold (24k) is bright yellow. The different shades the gold receives, which are known to us especially from the jewelry business, are a result of mixing gold with other metals.

During the mixing according to the accustomed percentages to receive gold in the color of the metals which are added to the gold and mixed with it are visible in the final metal received.

White gold is gold mixed with bright metals such as: nickel, radium, silver etc.

Yellow gold is mixed with neutral metals whose colors are close to the gold's color, and that's how he retains his yellow shade.

Red gold is gold mixed with red metals, such as copper.



5. What's the meaning of the term "natural diamond"? are there unnatural diamonds?

The vast majority of diamonds being sold today are natural diamonds.

In other words, diamonds that were created in the depths of the earth, under extreme pressure and temperatures, and which have come onto the surface as a result of a volcanic activity. These diamonds are mined by people using different methods in different places, such as rivers, seas and special mines that are created for this purpose.

Yet recently scientists found techniques with which to produce real diamonds in a lab. The production process of lab diamonds is still very expensive and it takes a lot of time, and in some cases they are not clean enough to be sold in the jewelry market but... according to some estimations some of the diamonds are lab diamonds, and maybe in the near future, if and when they will reduce the costs and production time of the lab diamonds, as well as improve their quality, they will begin to sell unnatural diamonds along with natural ones.

6. Can a diamond fall off a ring?

Well, first of all it's important to understand how diamonds are checked. Usually a diamond is set by an expert setter in one of the traditional diamond setting techniques: pave, a trench, prong setting, meat setting.

In each of the aforementioned techniques, the setter covers a certain part (or parts) of the diamond with a metal, in such a way that it presses the diamond down and holds it facing the body of the jewelry or the stone house for the diamond.

Some people think certain techniques are "safer" than others, and some think that setting six prongs to hold the diamond is safer than using four prongs etc...

Eventually, if the piece of jewelry is produced in a professional and correct manner, there's no reason it should fall, unless it is being used in an inappropriate manner.

It's important to understand that we are talking about a piece of jewelry that is built and designed to stand against the regular hardships pieces of jewelry encounter... wrong usage, exaggerated friction, falling,

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crushing or any extreme action that might bend, erode or harm the setting and therefore the diamond might fall, even if it was set properly.

The jewelry sold by vidar jewelry is manufactured according to the highest standards in the jewelry industry. Each diamond is set by an expert setter under a microscope, and the finished piece of jewelry goes through the process of quality control, before it is sent to the client.

In any case we recommend our clients to insure their valuable jewelry against any risks (a standard diamond jewelry insurance which is included in the apartment insurance).

7. What's an enhanced diamond?

Almost every natural diamond has some faults. The most common faults are cracks in the diamond made during its creation process, or colorless crystals inside the diamond, which have also appeared in its creation process.

Enhanced diamonds are natural diamonds with faults, which people have decided to improve their appearance by different techniques such as laser drilling, soaking in powerful acids, cracks fillings (known as glaze fillings) etc...

The purpose of the enhancements is to improve the stone's appearance, regarding its color or cleanliness level.

It's important to say that a lot of the enhancements are not long lasting, and they may break down on certain circumstances. Since the stone is not completely natural any more, enhanced stones cost much less than the natural stones.

We, at vidar jewelry, do not use enhanced diamonds. We use only natural diamonds who gained their beauty and vitality independent of human intervention.

8. Can a diamond break?

Even though the diamond is the strongest material in nature, and it is believed that therefore it cannot be broken, a diamond can actually break!!! How and why?

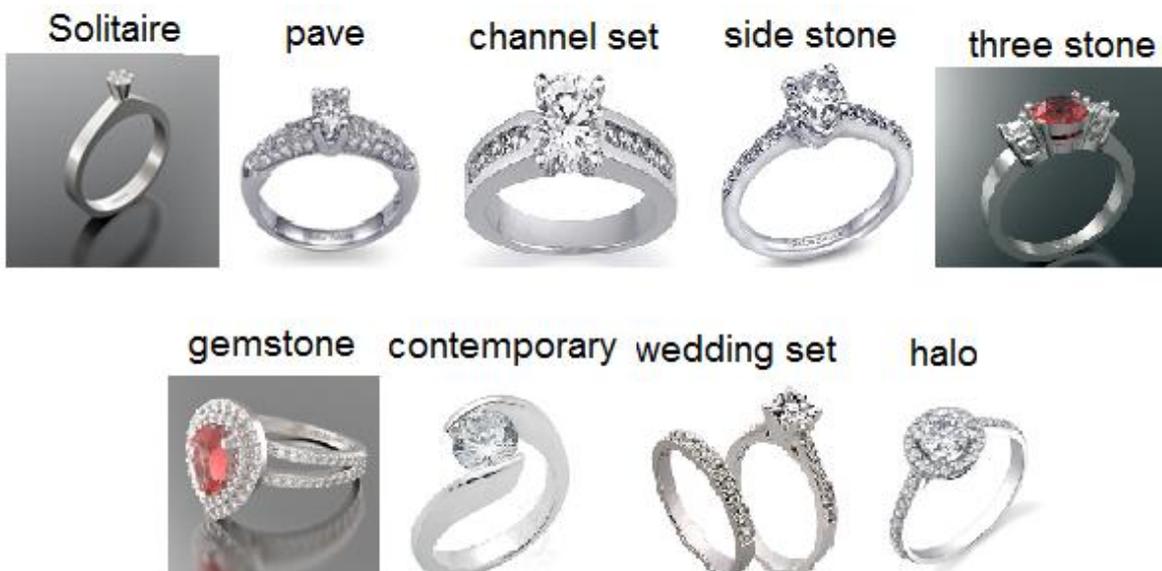
One of the most common faults of diamonds are cracks that were created as a result of the diamond's natural creation process. Diamonds which are not clean enough, or diamonds with cracks in dangerous angles and places, can become a weak point, or a breaking point, in which the diamond can break if it is hit or put under pressure.

9. Are the jewelry guaranteed?

Each and every of our jewelry is manufactured according to the highest standards of the jewelry industry, and therefore we provide a guarantee for all our products as specified regarding each item.

This guarantee cover only manufactured faults. Any item that has been purchased with a fault will be fixed or replaced. The guarantee applies only if the jewelry was stored in a reasonable way. The guarantee does not cover broken, torn or scratched pieces of jewelry, and it does not apply if it has been treated by someone outside of vidar jewelry's staff.

10. What types of existing designs?



Customers' testimonials

"I wanted to buy my girlfriend a heart shaped ring checkered with diamonds. We visited big stores and looked at different designs of heart shaped rings checkered with diamonds. My girlfriend liked a certain ring design, which had three little diamonds that were set in the shape of a heart with little diamonds around it. But I thought it was overpriced. I felt that if buy in a store, a huge percentage of the ring's price is derived from the store's expenses, and that's why it is so expensive. I knew I could research prices and find a solution that will fit my budget.

Luckily I found vidar jewelry. Roi served me in the kindest manner. At all times I felt comfortable about telling him my demands. He understood me in an instant and agreed that the store's price was higher than what he could offer me. He explained that the benefit of buying from him is in the price, because they does not set prices according to the store's expenses, because it has none. I loved the fact that he designed a ring according to my demands. Now my girlfriend has a unique ring that was designed especially for her. And she does not take it off, even for a split second."

"Thank you vidar jewelry, you made my purchasing experience a pleasant one".

"I turned to vidar jewelry after an in depth search for places to design my brother's engagement ring for his girlfriend. I didn't know exactly what kind of ring we are looking for. I searched for someone it will be easy to communicate with. I found vidar jewelry after an in depth search on facebook. I saw their works in the business profile and immediately realized they are able to manufacture the ring for me. According to their portfolio I could see their ability to create for me a design of the highest quality. Liron is the head designer and I explained her what I was looking for. Immediately she understood me, asked me questions and I felt she wrote every word I said. In conclusion she said something that soothed me immediately. "there's nothing i can't do, everything is possible!" I knew she's a person who's an expert at her profession. It made me feel like I can trust her. Just before the end of the process they sent me a picture of the future ring. Straight away me and my brother loved it and agreed it's the most suitable design for his girlfriend. I can only say that my future sister in law loved the ring so much, she immediately said yes!"

"Thank you for all of your help. Thanks to you my brother proposed his girlfriend with a ring like no other".

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What do we offer you?

Now, after you got to know us better and read this far, it means you are ready to choose the perfect ring for your loved one. We offer you two options:

1. Choosing a ring from an existing collection, which you can see at the following link: <https://www.facebook.com/VidarJewelry/photos#!/VidarJewelry/photos>
2. A personal and unique design for a ring suited exactly for her taste. We will begin the process by you answering this questionnaire: <http://vidarjewelry.com/wp-content/uploads/2012/09/personal%20questionnaire%20for%20choosing%20an%20engagement%20ring.pdf>



When you are done answering it, send it to us and we will help you find the specific ring for her.

In addition, you will receive from us a couple of bonuses that will help you with all the topics of rings and engagement.

A link to downloading the file "30 ways to propose a marriage".

<http://vidarjewelry.com/wp-content/uploads/2012/09/30%20of%20the%20most%20romantic%20marriage%20proposals.pdf>

Another bonus you will receive is the story you have chosen to share with us, beautifully written on a scroll, which you can give your loved one.



We thank you from the depths of our hearts and wish you a productive and joyful process of choosing engagement and wedding rings.

