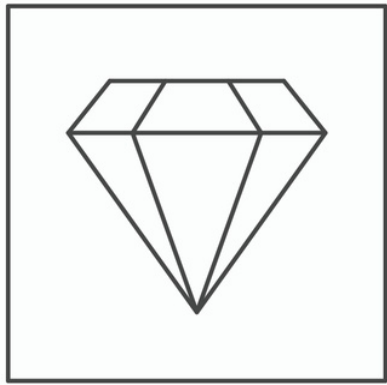




LAUREL
BAKER
RINGS



A BUYER'S GUIDE TO THE
PERFECT ENGAGEMENT RING

LAUREL BAKER

Laurel Baker, a professional jeweler and designer, (and 5th generation Floridian!) is owner of Anchor Boutique. Established in 2010, located 77 San Marco Avenue in Uptown St Augustine FL.

Growing up surrounded by gemstones and her treasure-hunting/ rockhound dad's home jewelry studio, she was immersed in the rich history of stones and metals, fostering a deep and lasting appreciation that only grew stronger over time.

After receiving a Bachelor's of Fine Arts Degree from the University of Florida, Laurel studied stone cutting, metalsmithing, and worked with her Dad in his jewelry shop to perfect her skills. Continuing her fine jewelry education with accredited schools.

Her creations and entrepreneurial spirit became a business of attending jewelry shows and selling directly to customers and ultimately led to opening Anchor Boutique.

After 15 years in business Anchor Boutique is a full service fine jewelry shop, known for custom creations and attention to detail and quality.

Laurel and her expertly trained team specialize in creating your dream jewelry, like engagement rings, wedding bands and jewelry redesign.

Appointments are scheduled at your convenience for designing and planning personal jewelry pieces.

FEATURED IN

SOUTHERN LIVING MAGAZINE

SOUTHERN BRIDE

CANVAS REBEL

THE WED

ITALIAN VOGUE

ENJOY YOUR ULTIMATE RING GUIDE!



5 STEPS TO THE PERFECT ENGAGEMENT RING

01

STEP ONE

DETERMINE YOUR TIMELINE, SET YOUR BUDGET

When to start and what you want to spend.

02

STEP TWO

KNOW THEIR STYLE & LEARN THE LANGUAGE

Noticing their preferences will help guide your choice. Ring terms you should know.

03

STEP THREE

DIAMONDS, GEMSTONES & RING STYLE

A BREAKDOWN OF STONES AND STYLE

04

STEP FOUR

CHOOSE A JEWELER

WHERE TO LOOK AND WHAT TO ASK

05

STEP FIVE

FINALIZE RING DETAILS AND PROPOSAL PLANNING

CHECKLIST FOR COMPLETING YOUR PROPOSAL



STEP ONE

DETERMINE YOUR TIMELINE, SET YOUR BUDGET

Determining the timeline and setting a budget for an engagement ring involves a few key steps:

1. Assess Financial Situation: Begin by evaluating your financial condition. Look at your income, savings, expenses, and any debts you may have.

2. Determine Your Budget: Experts recommend spending between 1-3 months' salary on an engagement ring, but it ultimately comes down to what you feel comfortable spending. Don't overstretch yourself; you should not go into serious debt for an engagement ring.

*pro tip! If you aren't sure of where to start, most rings fall into a pricing category below. Decide where you fall:
\$2500-5k, 5-10k, 15-20k and up!

3. Decide on Timeline: Consider when you want to propose. Your timeline should be based on this. It's advisable to start shopping at least two to three months before your intended proposal date. This will give you enough time to explore, compare prices, and choose the perfect ring.
Our process takes 8-12 weeks from our first meeting.



STEP 2

KNOW THEIR STYLE & LEARN THE LANGUAGE

Consider the following:

Do you want a classic design, something unique and intricate, or something simple and minimalist? Prongs? Bezel? Halo?

The most common ring styles and their terms:

Solitaire- Classic one-stone centerpiece ring with an all-metal band.

Halo -A circle of small accent stones surrounding the main stone.

Three-stone- Three stones, usually a center ring with one stone on each side.

Accented- many accent stones, including set in the shank, (band).

Each of these offers a different aesthetic, from simplistic elegance to ornate details.

Metal types:

Platinum- White metal incredibly durable, hypoallergenic, resistant to tarnishing.

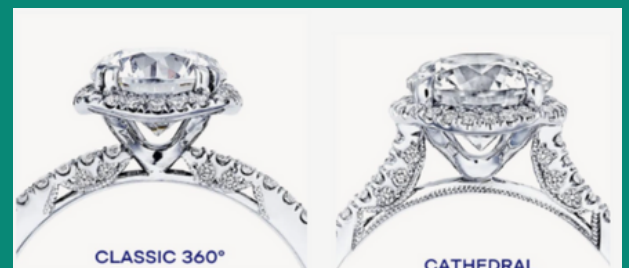
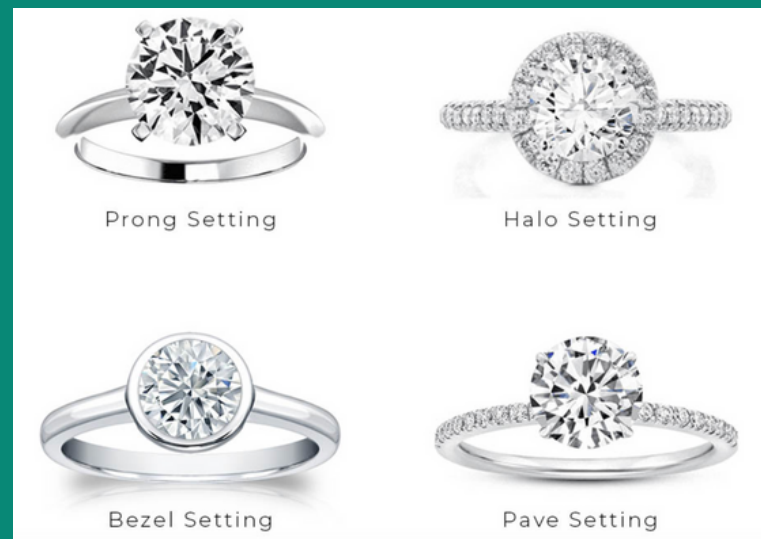
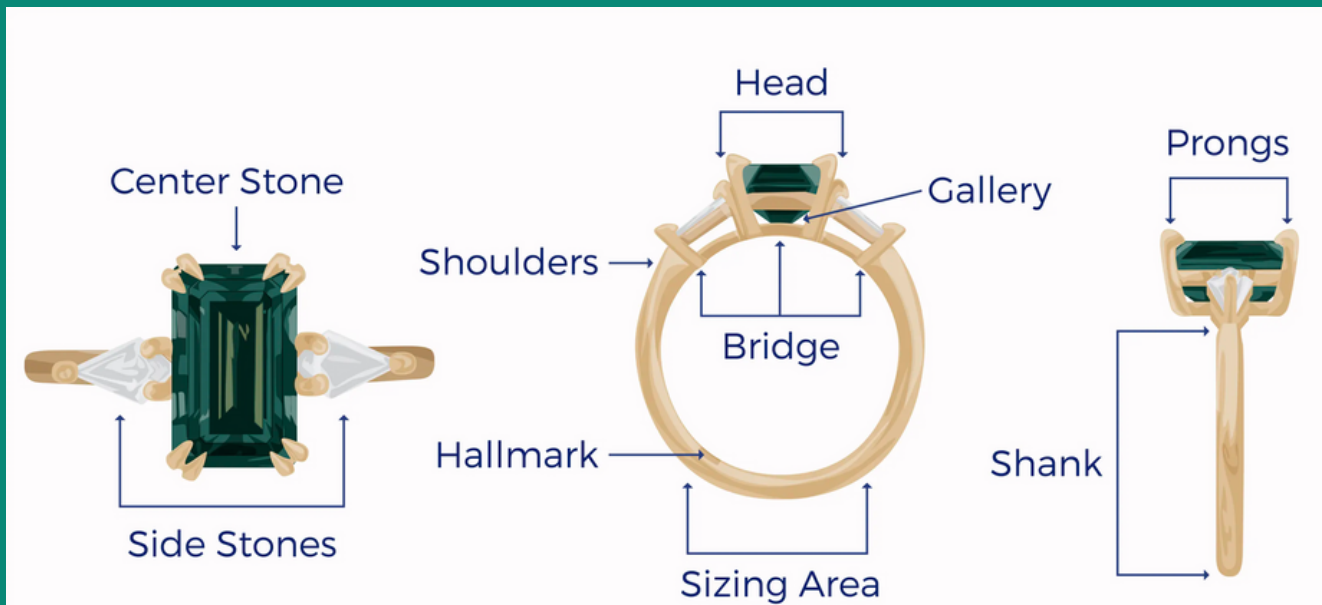
White Gold-A popular choice for engagement rings and wedding bands due to its modern, sleek look. Less expensive than Platinum but requires more maintenance.

Yellow gold-Naturally warmer and more vintage-looking, making it an ideal choice for traditional or vintage-inspired rings. More malleable than platinum or white gold, making it easier to craft into intricate designs.

Rose gold-It's a romantic and trendy metal choice for rings. it can also cause allergies in some people with sensitive skin.



ANATOMY OF A RING





STEP 3

DIAMONDS, GEMSTONES & RING STYLE

The 4Cs of Diamond quality - *Keep it simple:

Cut- Shape and Number/ quality of facets,

Color- DEF considered clear, GHI Near colorless, KLM faint yellow and so on.

clarity- visible inclusions and their location

03. Carat. 1ct is the standard starting carat for an engagement ring.

*Pro tip: each Diamond has it's own beautiful characteristics that may not be perfect on paper but that catch your eye. I often present stones in your budget for viewing before discussing 4C's

Natural vs. Lab

Choosing between natural and lab-created Diamonds depends largely on personal preferences. **Natural Diamonds** are sourced from mines, taking millions of years to form beneath the Earth's crust, thus carrying a historical and romantic appeal. On the other hand, **Lab-created Diamonds** are a less-expensive alternative, as they are chemically, physically, and optically identical to mined diamonds, but created in a controlled laboratory environment over weeks or months.

*Pro tip: Lab-Diamonds won't hold the same value as a natural Diamond if you are wanting an heirloom item.

Besides Diamonds, alternative gemstones like Sapphires, Rubies, Emeralds, and even non-traditional stones like Morganite or Moonstone, have gained popularity for engagement rings. They offer a unique look, are often less expensive than Diamonds, and can carry personal significance or symbolism

Regardless of the type of center stone, the ultimate aim is to choose something that will be cherished and meaningful for years to come.



STEP 4

CHOOSE A JEWELER

Ask for recommendations from friends and family.

Look for a solid reputation and online reviews and review their creations and best sellers to determine if they are the right fit.

*Pro-tip: It is important to consider whether you will opt for a pre-made jewelry piece or require customization, as each jewelry establishment has its own unique specialties and capabilities... so make sure your jeweler is familiar and comfortable with your custom request.



STEP 5

FINALIZE RING DETAILS AND PROPOSAL PLANNING

Finalizing ring details and proposal planning are two integral components of the engagement process.

For rings over \$5k, you may opt for insurance of your ring. To do this, ask the jeweler you bought the ring from for an appraisal of your ring, to be ready at time of pick up. You will use the appraisal to get insurance. You can typically add it to your homeowner's or renter's insurance, or you may opt for an insurance company specializing in jewelry.

Pro tip* Jeweler's Mutual is one I will often recommend.

Now that you have the ring, it's time to plan the proposal!

You've finalized the ring details and taken every consideration...now you have proposal planning to consider! This involves orchestrating the perfect moment to ask your significant other, no pressure...

A few Pro tips to keep your cool:

Don't overthink it... think of your first date, favorite restaurant or hiking destination. keep it simple, or plan to make a new memory in a new location for example, on a special holiday.





NEXT STEPS



Thank you!

Don't wait to begin your forever.
Reach out to Anchor for exquisite
engagement rings that reflect the
unique love you share.

Contact us now to make your
engagement a memory to
cherish forever.

hello@anchorboutique.com
[instagram.com/anchorb](https://www.instagram.com/anchorb)
www.anchorboutique.com
