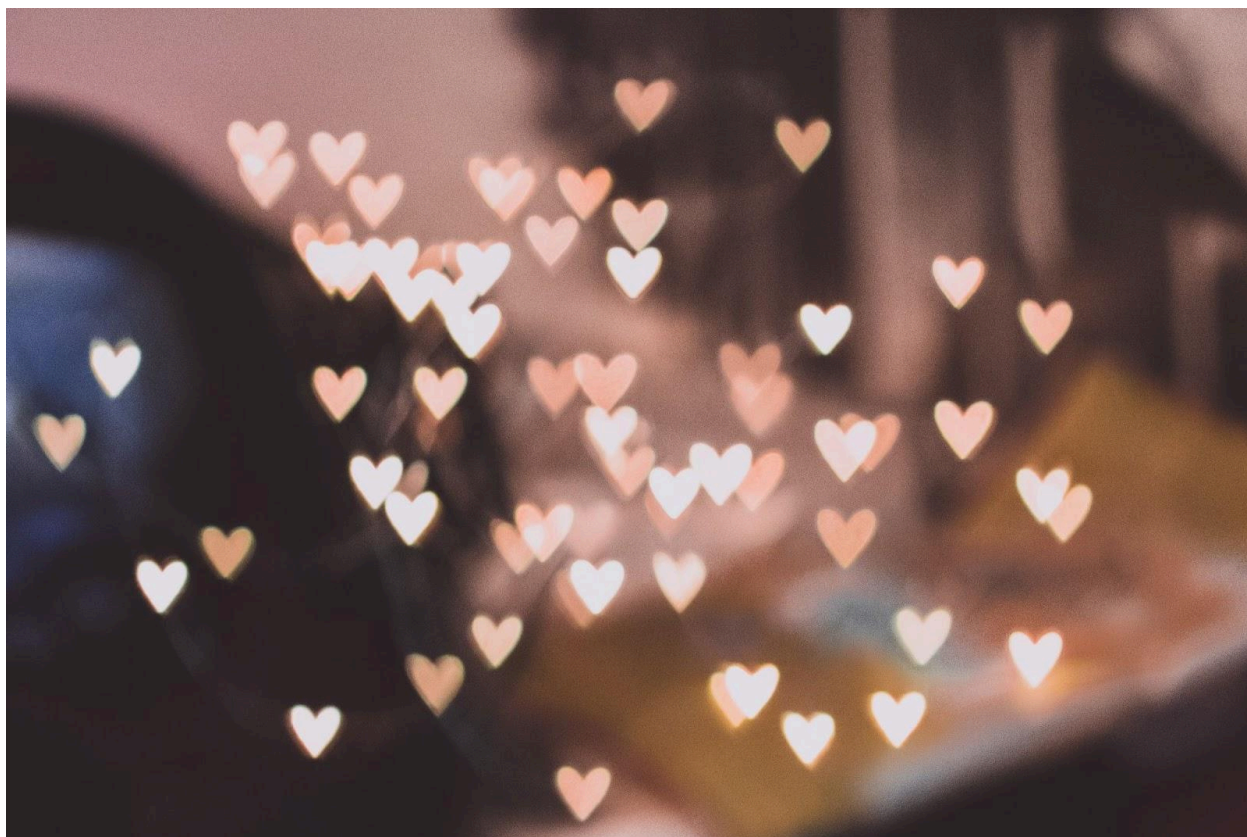


## **Not Only Women's Engagement Rings - Why VDay Is the BEST Time to Buy Your Loved One a Ring**

If you are in a relationship - any type of relationship - we have an important reminder for you. Don't forget that Valentine's Day is less than a month away - and that you definitely don't want to be caught off guard this year. Sure, you can surprise your loved one with a last-minute gift that will probably be 'nice', but is 'nice' really what you are going for?

If your answer to this question is 'heck no', then you've gotta start scratching your head about the perfect gift now (and when we say "now", we mean "yesterday"). If you're thinking of settling for another bouquet this year, think again. After two consecutive years of 'so-so' Valentine's Days, due to COVID restrictions and whatnot, this year you're going to have to go for something more grandiose. Don't even bother trying to call up any restaurant in your town, because the good ones are already fully booked by now and the bad ones, well, just don't.



Valentine's Day (Source: [https://unsplash.com/photos/r\\_oV6smBBYk](https://unsplash.com/photos/r_oV6smBBYk))

You'd be surprised, but with the growing competition in the jewelry industry, alongside new technological developments, it might not be such a bad idea to go for a stunning ring this year

as a VDay present. Now, before you gasp at the thought of having to spend tens of thousands of dollars on a gift that is not even for a birthday or anniversary, you should know that the prices and the variety of wedding rings have changed significantly for the better in the past few years.

### **If it walks like a duck**

Okay, first of all, we've got a newsflash for you - you don't have to dig deep into the ground to find an authentic diamond anymore. Today, diamonds are also created in labs, and they are 100% real. Yes, just like that. The big advantage here? The price is much more affordable.

Just to clear any doubts here, we reiterate. [Lab grown diamonds](#), in terms of composition, are real diamonds. Not half diamonds, not fake diamonds, totally real. As a matter of fact, if you are not a specialist, you will not be able to tell the difference at all. And this is more than just a growing trend, this is a phenomenon per-se for women's engagement rings, and much more than that.

Take, for example, the collection of lab grown diamond rings offered at the famous online store of <Brand Name>. You've got a selection of thousands of different amazing rings, in all shapes, sizes, styles, colors and price tags. And that's just one example. Shop around and compare. You'll see exactly how popular these rings have become.



A Lab Grown Diamond Ring (Source: <Brand Name> website)

Don't take our word for it, though. See for yourself. Behold the beautiful 2.5 carat "Lucy" lab grown diamond ring. This sparkler includes a 1.5 carat rock in the center, and several additional ones on each side. Oh, and the band is also available in different colors, such as rose, platinum and even gold.

## **Tis the season**

Valentine's Day is not only about romance and friendship. It is also about sales, just like any other holiday. And you can be sure that all jewelry stores, whether online or the one at your local mall, offer promotions to stay competitive. At the <Brand Name> website, you can get up to %20 discounts on diamond jewelry right now, and as the holiday gets closer, the promotions will probably become more eye-popping (though, again, we definitely do not recommend waiting till the last moment).

Still a bit worried about the price? Luckily, today there are plenty of options to make the hardest part (the part where you take out your wallet) a whole lot easier and more comfortable. Fintech companies like Affirm and others allow you to buy now, and spread your payments over a period of time that suits you, with competitive interest rates. In fact, this is not only valid for VDay. Today you can buy women's engagement rings, wedding bands, birthday necklaces, and pretty much any other piece of jewelry with an optimal 'buy now, pay later' plan that will help you avoid making any compromises on your loved ones, without having to splurge over your budget.

## **A whole lot more than just women's engagement rings**

How many rings should someone wear these days? The answer is, simply, [as many as they want](#). Long gone are the days when a ring was a way to commemorate a special occasion - like women's engagement rings - and if you still think that you should only buy your loved one a ring on a day to remember, well, you are a bit stuck in the past. Take a look at this beautiful ring we found on the <Brand Name> store and you'll get the picture:



A Moissanite and Diamond Ring (Source: <Brand Name> website)

Meet Rebecca, a stunning moissanite and diamond ring that needs no occasion in order to shine. This beauty mixes moissanite and diamonds in such an astounding way, that you simply can't take your eyes off of it and its 3.5 carat 14k white gold figure. If you're worried about the price, well, we can tell you that from a quick scan of the <Brand Name> website, it is now sold for only \$2,615, with the holiday sales and all. And this is just one example. Think of the endless possible ways that you can say "I love you" even if it's not a special day, with such a stunning rock.

### **Don't wait too long**

2022 was, for many, a year to forget, for many reasons. That's why you should make sure that 2023 will be a year to remember - right from the start. This means making Valentine's Day this year a memorable one, and there's no better way to do that than with a sparkling diamond ring for your special someone.