



BRILLIANT EARTH

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The 2015 Engagement Ring Trend Predictions from the Experts at Brilliant Earth

Leading Retailer of Ethically Sourced Fine Jewelry Shares the Top 5 Trends in Bridal Jewelry

New York, New York, October 8th 2014 - Each bride-to-be has her own style and her own vision for that one special ring she will wear for a lifetime. Yet as times change, the variety of options increase, and it can be difficult to decide on one special piece to cherish forever. Luckily, the experts at **Brilliant Earth**, the global leader in ethically sourced fine jewelry, are here to help make the selection process a little bit easier. Working regularly with couples about to be engaged or married, the Brilliant Earth team can guide a couple to a ring that feels on-trend today while ensuring they end up with a piece that will leave them happy for eternity.

Launched in 2005, Brilliant Earth offers an extensive collection of stunning engagement rings, all of which meet the highest standards of quality, beauty, and ethical sourcing. Featuring 5 signature collections and counting, as well as the largest collection of vintage fine jewelry online today, there is really something for everyone. For those hoping to find the perfect ring in 2015, here are the top 5 trends that Brilliant Earth's jewelry experts say you should keep in mind as you embark on your quest.

****For a limited time, Brilliant Earth will also be extending a helping hand to the International Rescue Committee (IRC) Ebola Response. For all purchases between Monday, October 13th, 2014 & Sunday, October 26th, 2014, Brilliant Earth will be donating \$25 of every sale to the foundation in an effort to support the fight to find a cure.***

To see all collections by Brilliant Earth, please visit www.brilliantearth.com.

1.) Delicate Silhouettes

Lissome Diamond Ring, starting at \$1,050



For those seeking a timeless piece with a hint of something extra special, consider a delicate silhouette with pavé detailing. Styles like the Lissome Diamond Ring feature an elegant slim band that shimmers with diamond accents to make the center diamond really pop. "There's been a return to understated elegance and we've seen a huge increase in interest for thinner bands, both in engagement and wedding rings. The smaller diamonds on a thin

band really elevate the look of the center diamond and offer the perfect extra shine to an otherwise timelessly gorgeous ring," notes Brilliant Earth.

Shop the Lissome Diamond Ring: <http://www.brilliantearth.com/Lissome-Diamond-Ring-Platinum-BE1M10464-749392/>

2.) **Vintage Inspired**

Iris Diamond Matched Set, starting at \$1,825



“Many of our customers are looking for a unique piece that tells a story; one that they can then weave into their own story and pass on for generations. That’s why there has been a huge resurgence of interest in vintage-inspired engagement and wedding rings. There is something about that old-world feel of these designs that couples find extremely romantic and if there’s a certain past era you love, you can find a customized piece that reincarnates it to your liking,” says Brilliant Earth. Brilliant Earth’s Belle Epoque Collection offers an extensive array of romantic and feminine rings inspired by the turn of the

last century, while the Windsor Collection recalls the glamour of the Retro era and old Hollywood. Both collections offer complete customization of each piece – from the setting and gemstone, to the type of metal used – making these rings great options for those who love vintage style but want to add their own personal touch that will make it completely their own.

Shop the Iris Diamond Rings: <http://www.brilliantearth.com/Iris-Diamond-Matched-Set-White-Gold-BE115-BE2115-578968/>

3.) **Natural Details**

Willow Diamond Ring, starting at \$975



There is nothing more timelessly beautiful than the natural world, and nature-inspired designs have been growing in popularity over the years. Brilliant Earth has an extensive array of rings that elegantly fuse natural design elements into classic shapes that can be treasured for decades to come. Inspired by the immense popularity of nature-inspired pieces like the Willow Diamond Ring (pictured left), Brilliant Earth launched an entire collection that reflects nature’s beauty: The Wisteria Collection. “Brides-to-

be today are looking for a ring that is representative of their lifestyle and their passions, and the timelessness of natural design elements appeals both to the outdoorsy brides and to the feminine, classic brides. Our customers have been increasingly interested in the whimsical elegance of natural details and we think this trend will continue to grow dramatically in 2015,” says Brilliant Earth.

Shop the Platinum Willow Diamond Ring: <http://www.brilliantearth.com/Willow-Diamond-Ring-Platinum-BE156-192668/>

4.) Unique Gemstones

Appleby Ring, \$2,600



“Alternative gemstones are really rising in popularity, because they speak to women who want to express themselves with something more unique than a traditional diamond ring. A bold colored gemstone offers the chance to express individuality,” says Brilliant Earth. Sapphires will continue to grow in popularity in 2015, both the traditional deep blue varieties and less common shades including yellow, pink, peach, teal and green. Brilliant Earth offers an array of stunning sapphires and other colored gemstones for the bride who chooses a less conventional route. The vintage **Appleby**

Ring, pictured left, offers a dazzling emerald showcased within a Retro era gold band and a cluster of diamonds, making for a truly one-of-a-kind piece.

Shop the Appleby Ring: <http://www.brilliantearth.com/The-Appleby-Ring-Gold-BRR80022/>

5.) Surprise Details

Rose Gold Pirouette Ring, starting at \$1,250

Enchant Diamond Ring, starting at \$2,275



From gallery diamonds and double prong settings, as seen far left in the **Pirouette Ring**, to diamonds on all sides of a perfectly curved band, as seen on the right in the **Enchant Diamond Ring**, surprise details bring an unexpected pop of radiance and will be at the top of shoppers’ wish lists in 2015. Brilliant Earth notes, “those unexpected details in bridal jewelry add a bit of intrigue and mystery to a piece, which allows the wearer to feel extra special knowing that there are little surprise elements

that set her ring apart.”

Shop the Rose Gold Pirouette Ring: <http://www.brilliantearth.com/Pirouette-Diamond-Ring-Rose-Gold-BE1M6KL-679013/>

Shop the Enchant Diamond Ring: <http://www.brilliantearth.com/Enchant-Diamond-Ring-Platinum-BE1M0272-749396/>

About Brilliant Earth:

Brilliant Earth (www.BrilliantEarth.com) is the global leader in ethically sourced fine jewelry. Offering an exclusive selection of exquisitely crafted engagement rings, wedding rings, and fine jewelry, along with unparalleled customer support and bespoke customization options, Brilliant Earth is dedicated to creating a joyful and luxurious shopping experience for consumers. Brilliant Earth's carefully selected suppliers adhere to strict labor and environmental standards, and the company donates 5% of all profits to communities that have been harmed by the diamond industry.

For more information on Brilliant Earth or to browse full collections, please visit: www.BrilliantEarth.com.