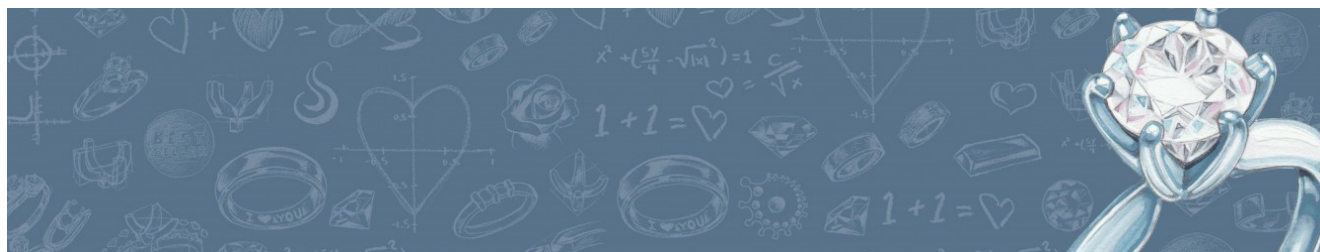


March Bridal Madness

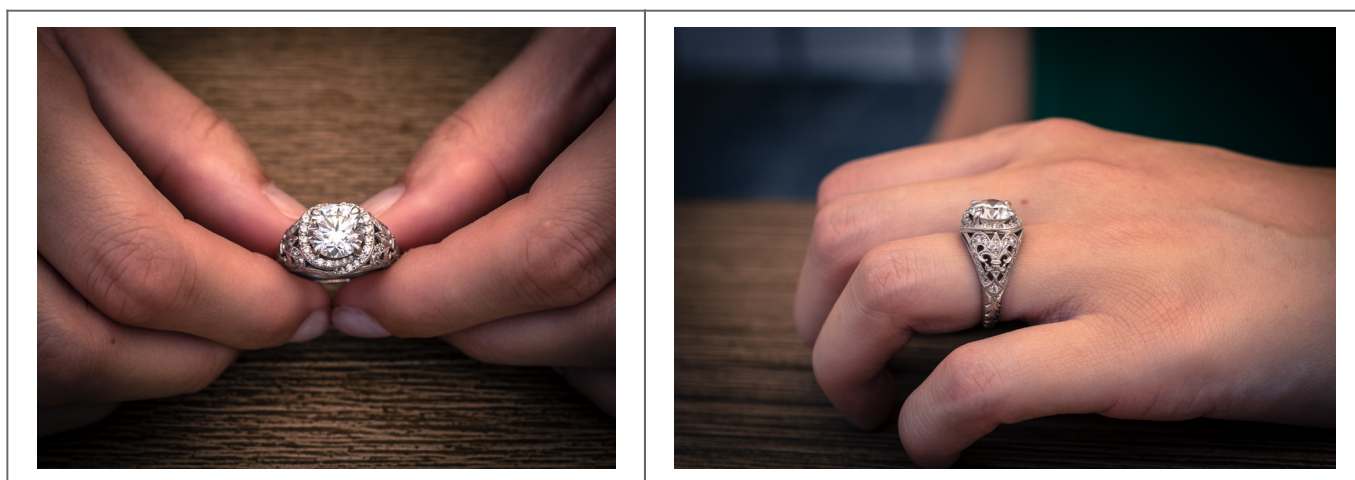


We just love being a part of the jewelry industry! When jewelers set out to create a perfect piece of jewelry, they pour their hearts and souls into each step of the process. And the entries we received for our 4th annual March Bridal Madness design contest proved to be no exception.

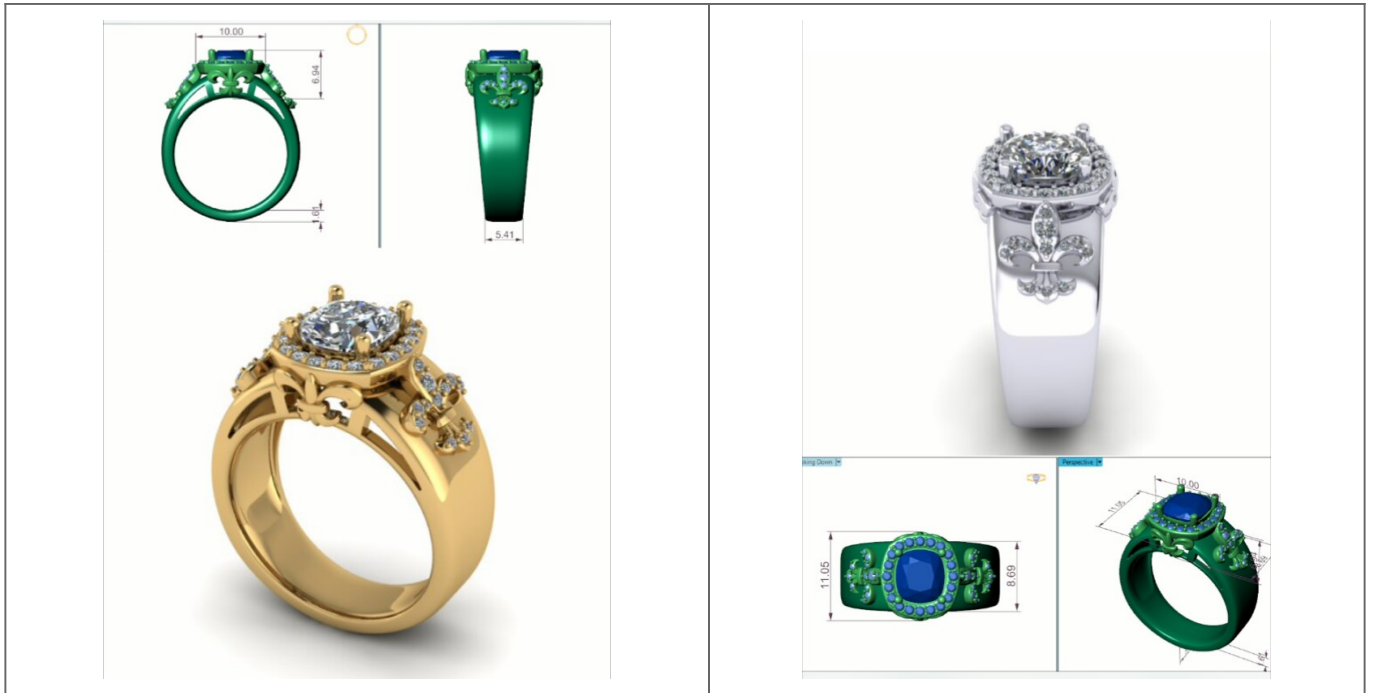
Twenty-five talented jewelers submitted rings into the competition. The requirement: designs had to be an engagement ring or wedding band created either for a customer or for the jewelers' own showcase. The participants shared their entries on social media and fans voted on their favorites via Facebook.

After a two-week voting period, the top three finalists were determined by the number of "likes" their designs received on Facebook. Our top three were:

John Patrick, [Patrick's Fine Jewelry and Gifts](#)



Allen and Cindy Lee, Jewelry [Repair Professionals](#)



Adrienne Hanks, [Bijoux Jewelers](#)



Out of those three entries, we had a panel of five judges, representing different areas – sales, marketing, design, and manufacturing – review and critique each piece and select an overall winner. They looked for overall beauty, originality of design, craftsmanship, consumer appeal, market value, and wearability.

After all the scores were tallied, John Patrick of [Patrick's Fine Jewelry and Gifts](#) came out on top. Here are some things the judges had to say:

"The overall aesthetic is pleasing. It looks to be nicely proportioned with lots of fine detail and a nice finishing job." – Adrienne K., Design

"I love the traditional with a twist element of the etching and even patina-like appeal with pave set in a non-traditional halo which does a sort of overlap." – Miranda C., Sales

"Detail to halo updates the ring to meet the standards of today's brides while still retaining the integrity of something we would have been seen in 1920s. The way the halo ebbs and flows around the head compliments the piece perfectly." – Alex C., Marketing

A BIG thank you to everyone who entered this year. We'll be back next year, so stay tuned! And make sure to follow us on social media ([Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#), and [YouTube](#)) for all the details on upcoming contests and promotions.

Which was your favorite ring? Tell us in the comment section below.