



# Here's Why Moissanite Bridal Trends Are Surging in Popularity

According to [Pinterest's 2018 Wedding Trends Report](#), moissanite is one of the hottest wedding trends. In fact, searches for moissanite gems are up 294% on the social media site.

## What makes moissanite bridal trends so popular?

These days, consumers are interested in environmentally and socially responsible products. According to a 2015 Nielson report, 66% of global consumers are willing to pay more for sustainable goods. Yet, they don't want to sacrifice beauty or quality in their search for sustainability. New-age customers are drawn to products like moissanite because it's lab-created while maintaining extraordinary optical properties that deliver extraordinary value.

**Moissanite engagement and wedding ring purchases are soaring as more and more couples seek products they feel are eco-**

friendly and socially conscious. So, Charles & Colvard presents a sneak peek at the hottest moissanite bridal trends emerging this year—

## Moissanite Solitaire Engagement Rings

Beautiful, classic solitaires never go out of style. Consumers love them because they can purchase moissanite solitaire stones in a variety of shapes and sizes, especially thanks to sizable [Forever One™ Exotic Gems](#). Plus, solitaire settings go with everything! This year, we've seen classic round gemstones outperform all other shapes in solitaire settings, but fancy cuts like ovals and pears are on the rise.



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# Moissanite Halo Engagement Rings

The popularity of halo engagement rings has continued to grow throughout the years due to their added sparkle and stunning look. When it comes to moissanite engagement rings, halos are an attractive option for consumers looking for a bold look that exudes brilliance from every angle. Moissanite halo engagement rings can take on a variety of center stones, however, cushions, rounds, and ovals are favored by today's consumer.



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Style Engagement Ring • 653385](#)

# Three-Stone Moissanite Engagement Rings

Three-stone moissanite engagement rings are having a moment, thanks to Meghan Markle and Prince Harry's engagement. While the classic three-stone ring with matching side accents has

always been popular, pairing a large center stone with complementary shapes is the latest trend we're seeing in moissanite engagement rings. Additionally, we've seen larger settings with total carat weights of +3.00-4.00 on average.



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Stone Engagement Ring • 653386](#)

## **Big & Bold Moissanite Engagements**

It's no secret, moissanite delivers unique value to the consumer. Charles & Colvard's Exotic Gems are the perfect example. As consumers search for high-quality products that are accessible and value-driven, they also want bespoke engagement rings with large, luxurious gemstones. Moissanite makes these aspirations attainable. Ranging from six to 15.5 carats, Exotic Gems offer consumers the ability to design extravagant, custom engagement rings.



### **Charles & Colvard Moissanite Exotic Gems**

At a lesser cost than a comparably sized diamond, these gemstones are crafted from the highest quality moissanite and guaranteed to fall in the colorless to near-colorless range. And with a wide range of shapes to choose from – including cushion, emerald, hearts and arrows, oval, pear and radiant – Exotic Gems offer your consumers the opportunity to design a stunning ring that embodies their character.

**[Shop moissanite on Stuller.com](https://www.stuller.com)**

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As moissanite bridal trends continue to change throughout the years, we see a few steadfast designs and shapes that maintain their popularity. Which styles sell best in your store? Let us know in the comments below!