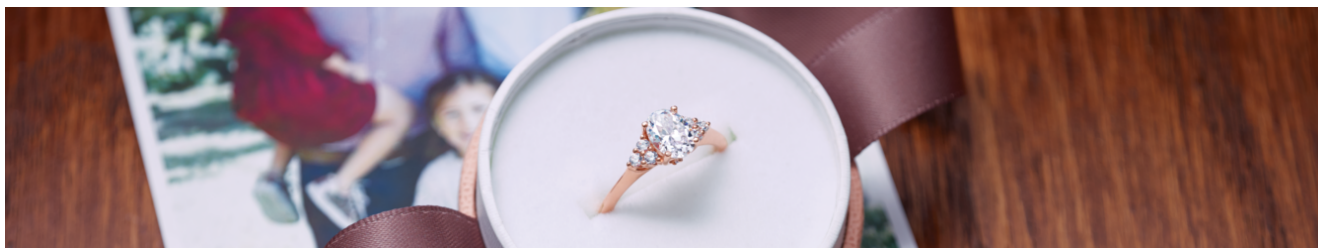


# Something Old, Something New: Repurposing Stones for Engagement Rings



Everyone has heard of the adage “something old, something new, something borrowed, something blue” on a bride’s wedding day to bring good luck. Today we are going to focus on the first half of the saying so that your brides will feel special with a little something old and newly incorporated into their engagement ring. Let’s dive into the topic of repurposing stones.

## Love That Lasts Generations

A bride will always make her wedding day her own and each bride is different. You will see personal touches in every detail from decorations to vows. They find a way to showcase the things that are most important to them, such as family.

One of the oldest traditions in the wedding industry is the act of passing meaningful family items down to the next generation. Jewelry pieces, such as engagement rings, travel through generations from mother to daughter, grandmother to granddaughter, aunt to niece, etc.

Due to their strength and value, jewelry set with diamonds are favored to be gifted to a younger family member because they can withstand generations of everyday jewelry wear and will always maintain their value. These pieces are certainly something that should be kept in the family.

While diamond rings are often passed on to younger family members, less often do you see the entire ring being used as an engagement ring. Setting style popularity changes over time and women in different generations have varied tastes. Enter the jeweler.

## **Solutions for Jewelers**

As a jeweler, you are integral to making sure a repurposed stone is used in a new ring properly. While brides may have an idea of the kind of ring they want to use with their stone, it's important they know whether or not the stone fits the style and shape of the mounting. Your expertise will help guide them to the perfect ring to honor a precious family heirloom.

Stuller provides several options to help you with this task. From making it easy to find semi-set mountings to custom design options, there is a solution for every jeweler and every ring.

### ***ever&ever*® Selling Solution**

[\*ever&ever\*®](#) is a complete bridal program featuring high-quality, customizable prototype rings – each a flexible 3C design. While the primary function of *ever&ever*® is to provide your customers with an in-case customizable ring experience, some Stuller customers are using the selection a different way.

Because the *ever&ever*® system features some of our best on-trend bridal designs, it is a great place to start when finding a setting that your customer would love to pair with their stone! Every *ever&ever*® ring can be ordered semi-set so you can place the repurposed stone in yourself.

Provide your customer with the best style options for their stone size and make sure to use [Stuller.com/everandever](https://www.stuller.com/everandever) to

help narrow down your options by inputting the stone size and shape.

## **Advanced Mountings Search**

If you have the stone size and shape but want to narrow down your selection of mountings that fit, use our Advanced Mountings Search. You can find the Advanced Mounting Search by clicking the featured blue button at the top of our website or visit [Stuller.com/SearchByStone](https://www.stuller.com/SearchByStone).

Narrow down your options by selecting the stone shape, dimensions, the metal color you'd like, and product type (select rings). From there, you will only see options that fit the stone the bride is providing. Further organize your search by bestsellers, newness, and price to find the perfect mounting.

## **CAD/CAM Services**

If you'd rather create a completely customized design option, our [CAD/CAM Services](#) is here to help. Submit a sketch, CAD design created with [MatrixGold®](#) or other CAD-based software, or even a wax or resin model. From there, our team will get to work crafting your unique piece to fit your customer's stone. When it comes to repurposing stones, CAD/CAM Services provides the most flexible and custom solutions.

[\*Learn to Modify a Style with CAD/CAM Services in a recent blog post.\*](#)

## **Matching Services**

Not only is it important to find a mounting that fits the stone, but it's also important for you to consider any accent or companion stones being incorporated into the piece. [Stuller's Matching Services](#) for diamonds and gemstones is there to help you find the perfect stones to complement your customer's diamond. To get started, contact our team at 800-877-7777, ext. 5.

# **Your Custom Jewelry Partner**

A wedding is always an exciting occasion, and we want to be there for you as you help the happy couple. It's important for you to know that when dealing with repurposing stones, you have many options available to you and Stuller wants to help. If you ever need to know what options available to you are best, feel free to contact us at 800-877-7777.