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Faithful Platform Named One of America's Fastest-Growing Private Companies by Inc. Magazine

The Lexington-based engagement ring company lands at No. 1,948 on the 2025 Inc. 5000 list, with standout rankings in Kentucky, retail, and beyond.

Lexington, KY (August 12, 2025) — [Faithful Platform](#), the Lexington-based online engagement ring company redefining how couples shop for jewelry, has officially earned a spot on the **2025 Inc. 5000 list**, ranking **No. 1,948** among the fastest-growing private companies in America. The company also placed **No. 10 in Kentucky, No. 4 in Lexington, and No. 51 nationally in the retail category**.

Founded by third-generation jeweler **Austin Willard**, Faithful Platform has gained national traction by combining the affordability of an online retailer with the highly personalized experience of a concierge jeweler. The company is known for educating and empowering couples to make informed decisions during one of life's most meaningful, but often stressful purchases – the engagement ring.

"Being named to the Inc. 5000 is an incredible honor," said Willard. "It's a testament to the thousands of couples who have trusted us to be part of their engagement stories — and to our hard-working team behind the scenes who make that experience unforgettable every time. Now that we've made the list, we're making it our goal to come in at the top, next."

This marks Faithful Platform's **first appearance** on the Inc. 5000, a prestigious list that has previously spotlighted breakout companies like Zappos, Patagonia, and Under Armour.

About Faithful Platform

Since launching in 2016, Willard and his team have worked to simplify and improve the engagement ring buying process. By offering free quotes on all purchases, one-on-one consultations, and transparent education about diamonds and pricing, Faithful Platform has created a modern experience that resonates especially with first-time buyers in their 20s and 30s.

In the past year alone, the company has served over **7,000 couples across all 50 states and 9 countries**, earned more than **900 five-star reviews**, and helped clients save over **\$2.4 million in retail markups**, proving that luxury and value don't have to be mutually exclusive.

Faithful Platform's success is about more than the ring, as their true mission is to help couples invest in what comes after. Through the [Faithful Platform Foundation](#), the company reinvests a portion of profits into supporting thriving marriages. The Foundation provides access to free and discounted resources, including marriage counseling, books, retreats, and the tools needed to build strong, lasting relationships beyond the proposal.

With over 1,200 five-star reviews and a passion for educating clients, Faithful Platform is redefining the jewelry-buying experience through honesty, transparency, and a client-first experience. Learn more at www.faithfulplatform.com.

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