



*** FOR IMMEDIATE RELEASE ***

Meet the Jeweler Behind Allie Schnacky and Austin Armstrong's Engagement Ring

Faithful Platform designs ring for well-known Christian content creators, continues its mission to help couples "save on the ring and invest in the marriage."

Lexington, KY (September 15, 2025) — Faithful Platform, a Christian custom engagement ring company, is honored to have designed the engagement ring for influencers [Allie Schnacky](#) and [Austin Armstrong](#). Their engagement announcement, posted across Instagram, TikTok, and YouTube, has already reached millions of people worldwide.

Allie Schnacky, who leads [Chosen & Free Co.](#) and hosts the [JWLKRS Podcast](#), has built a following of 885,000 on Instagram and 4 million on TikTok. **Austin Armstrong**, a songwriter and musician with [JWLKRS Worship](#) alongside Allie's brother, [Noah Schnacky](#), has grown an audience of 556,000 Instagram followers and 3.5 million TikTok followers. The couple shares entertaining and inspirational content to help others grow in their faith and live a life that glorifies God above all else.

In the couple's [YouTube proposal video](#), which has surpassed 214,000 views in the first 15 hours, **Austin praised Faithful Platform's faith-based mission**: "They're a Christian company whose mission is not just to help couples find the perfect ring, but work with them for marriage counseling and guidance for the future. It was one of the first companies I've ever seen where their whole heart is to make a difference in somebody's life, well past a transaction.... After hearing that, it got me so excited that a company so eager to please the Lord and be a part of our story was going to do the ring."

While Faithful Platform is based in Kentucky, they served the Florida-based couple and other clients in all 50 states and other countries, so all couples interested in getting a ring are able to do so through their online platform and have it shipped directly to them through trusted logistics partners. The company's [1,200 five-star Google reviews](#) are from clients all around the country who speak to the ease and enjoyment of working with the Faithful Platform team.

"We were thrilled to work with Austin to create Allie's perfect ring, but more than anything, we're excited to partner with them in helping couples build healthy marriages," said **Austin Willard, Founder and CEO of Faithful Platform**. "Designing an engagement ring is beautiful, but what excites us most is seeing couples view marriage as a gift from God and invest in it for the long haul. We look forward to working with them again to design their wedding rings, too."

Faithful Platform recently launched the [FP Foundation](#), a nonprofit that reinvests profits into resources like conferences, counseling, retreats, and books for couples at every stage of their relationship. Earlier this year, the company also acquired [Created Bracelets](#), a demi-fine jewelry brand that exists to help remind women and men of who God *created* them to be, and to celebrate life's milestones through personalized, everyday jewelry.

About Faithful Platform

Faithful Platform is a Christian-led engagement ring company helping couples celebrate marriage and get the ring of their dreams for a fraction of the cost compared to traditional jewelry retailers. By cutting out the middleman and crafting every ring made-to-order instead of stocking a set inventory, Faithful Platform saves couples thousands and gets them the exact ring they want, down to custom, one-of-a-kind details. Founded in 2016 by third-generation jeweler Austin Willard, the company combines online pricing with personalized, one-on-one service, guiding couples through every step of the ring-buying journey.

Recognized as #1,948 on **Inc. Magazine's 2025 list of the 5,000 fastest-growing private companies in America**, Faithful Platform has served over 8,000 clients in all 50 states and 11 countries, saving their clients over \$2.4 million in retail markups last year alone. Their 5.0 Google Review star rating shows their commitment to service that goes above and beyond to help guide and shepherd couples through one of the most special purchases.

Austin Willard has also been featured as an expert source in national outlets, including **Yahoo News**, [Daily Mail](#), [FOX News](#), [Investopedia](#), [Newsweek](#), [ABC News 36](#), and [StreetInsider](#), reinforcing the company's authority in the jewelry industry.

Faithful Platform also supports thriving marriages through its nonprofit arm, the [Faithful Platform Foundation](#), which offers complimentary resources, including retreats, counseling, books, and educational tools. Additionally, the company's [Created Bracelets](#) line offers demi-fine jewelry with personalized designs to help tell your life's story for everyday wear.

For media inquiries or to request a free engagement ring quote, visit faithfulplatform.com

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