

2025

# Media Kit



**Faithful Platform**  
ENGAGEMENT RINGS & FINE JEWELRY

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 [WWW.FAITHFULPLATFORM.COM](http://WWW.FAITHFULPLATFORM.COM)

 USA

# Sparkling Ideas

FOR YOUR NEXT BEST STORY

## Diamond Disruption

*Faithful Platform is Revolutionizing Engagement Ring Shopping*

We're transforming the engagement ring industry by eliminating retail markups and focusing on personalized, budget-conscious creations, empowering couples to invest more in their marriages than their jewelry.

## Empowering Couples in the Buying Process

Our concierge approach focuses on education and service, removing the typical stress and pressure of the retail ring shopping experience.

## David vs. Goliath: Jewelry Industry

How we compete with the big-box jewelry monopolies (Signet, LVMH, Richemont) by offering a personalized, education-driven approach without the high price tag.

## Beyond The Bling

*Faithful Platform's Mission to Promote Marriage Stewardship Over Sales:*

With our unique focus on marriage stewardship rather than profit, we combine quality, transparency, and financial wisdom to offer a refreshing alternative to traditional jewelry shopping, ensuring the journey to say "I do" is both meaningful and financially responsible.

## Engagement Ring Trends

Expert insights from working with over 7,000 couples to design their dream rings





# AUSTIN WILLIARD

## FOUNDER & CEO

Austin Willard is a third-generation jeweler who grew up in a family deeply involved in the jewelry industry.

In 2016, driven by a desire to create more personalized and affordable experience, he founded Faithful Platform, a concierge-style business that disrupts the traditional high-markup retail model.

By building direct relationships with suppliers, Austin offers customers premium, custom-designed jewelry at prices up to 50% lower than competitors.

His approach has helped thousands of couples find their dream rings while ensuring they stay within their budget.

Austin's philosophy is simple: *save on the ring, invest in the marriage.*

## KEY STATS & MILESTONES



### GLOBAL REACH

Clients in all 50 States & 9 countries

# 7,000

### CLIENTS SERVED

Since our founding

# \$2.5M

### RETAIL MARKUP SAVINGS

Saved \$2.5M for our clients in 2024



### CUSTOMER SATISFACTION

1,100+ 5-star Google Reviews

WHY CHOOSE

# Faithful Platform?



## ABOUT US

Faithful Platform is a disruptor in the luxury jewelry space, offering the competitive prices of online retailers without sacrificing the personalized, one-on-one service traditionally found at brick-and-mortar stores. Our mission is to educate and empower clients, ensuring they fully understand what they're paying for throughout the design and purchasing process. We combine modern e-commerce efficiency with the intimate service of a local jeweler.



## SERVICES OFFERED

- Bespoke engagement rings & wedding bands
- Custom fine jewelry design & consultation
- Personalized design consultations
- Free quotes tailored to each client's preferences and budget

### DISRUPTIVE MODEL

By eliminating unnecessary markups and working directly with suppliers, we offer the same premium quality at a fraction of the price of traditional jewelry stores.

### PERSONALIZED EXPERIENCE

Clients receive concierge-style, one-on-one guidance through the custom ring process, making sure their vision and budget align perfectly.

### CLIENT EDUCATION

We believe an informed customer is a happy customer. We take pride in walking clients through the intricate details of diamond quality, design choices, and the custom jewelry-making process, so they feel confident in their purchase.

Signet Jewelers owns...



Richemont Brands owns...



LVMH (Moët Hennessy Louis Vuitton) owns...



FREQUENT "DISCOUNTS"

LACK OF EDUCATION

HIGH MARKUPS

industry monopolies  
confirm high prices



customer is  
overwhelmed and pays  
a price they have little  
knowledge about

## OUR MISSION

FP is a privately owned fine jewelry company on a mission to **redeem** the *lack of transparency* in the jewelry industry. We aim to provide the *highest quality* products, at the *best prices* in the market. We value **marriages over margins** and hope to help couples "Save on the ring" and instead, "invest in the marriage."

# Our Reviews



"This company was recommended to me by many people from different areas of my life.

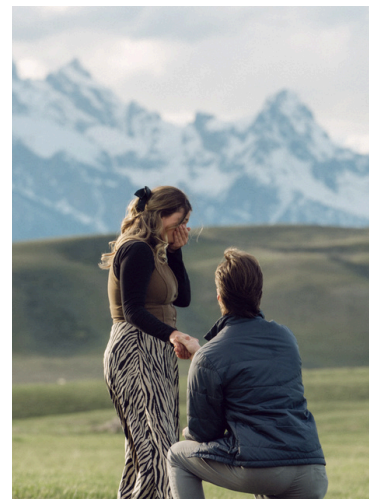
Their representatives were **entirely supportive of my decisions and did not force any agenda or price.** From first contact to having a custom ring selected, it took three days! The ring is beautiful and was exactly what I wanted to buy in my budget!"



"Faithful Platform made the engagement ring shopping experience **painless.** The customer service was great and the ring showed up on time and **matched exactly what my fiancée wanted.** I sent them a picture of what ring I wanted to buy and they were able match it based on the picture. The pricing is also **much cheaper than any retail store** that I looked at."



"Amazing working with Faithful Platform, **100% will work with them again** and would recommend to any family, friends or loved ones. It was a **very easy and user-friendly** experience and made buying a diamond **more approachable.** Great to work with them and I plan on working with them again!"



**+ 1,100 MORE ON GOOGLE!**

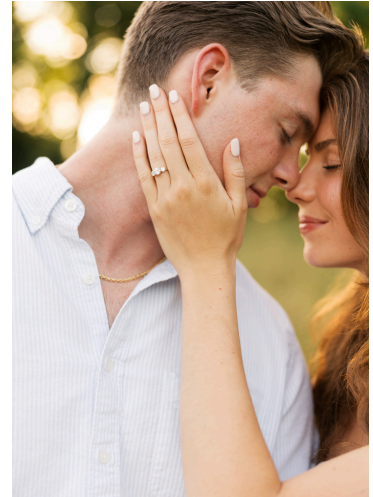


# Testimonials



*"I want to thank everyone at Faithful Platform for helping make this a reality for me and my now fiancée, we love each other - as well as the ring! There's a reason they have 5/5 stars with hundreds of reviews - they truly care about the customer experience and want to provide the best ring for the absolute best price ( I checked, and would've got A LOT less ring if I went with another company) You simply can't go wrong with Faithful Platform."*

— Andrew B. —



*""Going with FP led to the most relational buying experience I could have imagined. They make money by selling jewelry, but they undeniably deserve it for the work they do. I do not feel like a number, and looking at the price of my engagement ring on other websites and stores, it is clearly they do not do this for "numbers". Everyone at FP has a huge heart and they are doing meaningful work. They are the kind of people you want to support."*

— Glenn J. —



## MEDIA CONTACT

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