

Faithful Platform
ENGAGEMENT RINGS & FINE JEWELRY

ENGAGEMENT RING

The 4 Cs

What to consider when
choosing a diamond

Why FP?

Where you are a story,
not a sale

What goes into the
price of a ring?

PLAYBOOK

SAVE ON THE RING, INVEST IN THE MARRIAGE

This could be you.



But this might be you TODAY

"I have a whole Pinterest board of rings!"



"Does she want gold or silver?"



"I'm so torn between oval and round!"



"I don't even know where to start!"

"How much does a ring cost?"



"What's the pointy stone called?"

"What's my ring size?"

"They all look the same. I'm lost."



Let's Face It

Buying a ring can be **overwhelming**. It's usually the *largest emotional purchase* you've made in your life, and one you know little to nothing about.

Faithful Platform is the **stress-free** way to get that perfect ring at the best price in the market.

When the time comes, we'll take care of you and make sure you get the best ring for your budget.



IT STARTS WITH *EDUCATION*.



So, here's
what you
should know...

The 4 Cs *of diamonds*

ROUND



PEAR



CUSHION

PRINCESS



RADIANT

EMERALD



OVAL

CUT

THE SHAPE OF THE STONE

The 4 Cs *of diamonds*

No Inclusions

CLEAREST



Flawless

Internally Flawless

VVS1

VVS2

VS1

VS2

SI1

SI2

I1

I2

I3



Most Inclusions

LEAST CLEAR

CLARITY

The 4 Cs *of diamonds*

D-F



Colorless

G-J



Near Colorless

K-M



Faint Yellow

N-R



Very Light Yellow

S-Z



Light Yellow

COLOR

The 4 Cs

of diamonds



.25 CT



.50 CT



.75 CT



1 CT



1.5 CT



2 CT



2.5 CT



3 CT

CARAT

THE WEIGHT OF THE STONE

Lab-Grown Diamonds

Made in a lab using special machines that recreate the same heat and pressure as the earth.

Real diamonds — same sparkle, composition, and durability as natural ones

Much more affordable — you can get a bigger & better diamond for less

Don't hold resale value as well

Earth-Mined Diamonds

Formed naturally underground over thousands of years.

Real diamonds — the original, natural version.

More expensive because of their rarity

Hold value better and often seen as an "investment"



Yellow Gold

classic

warm look

hypoallergenic

requires polishing

may cause diamonds to
appear yellow



White Gold

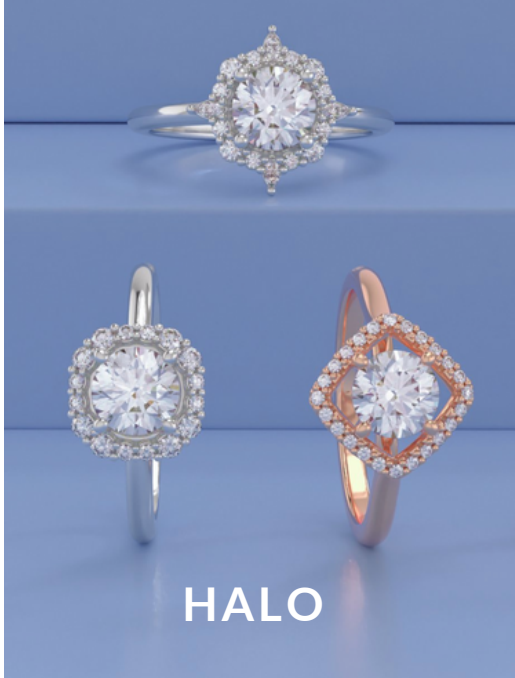
modern

cool look

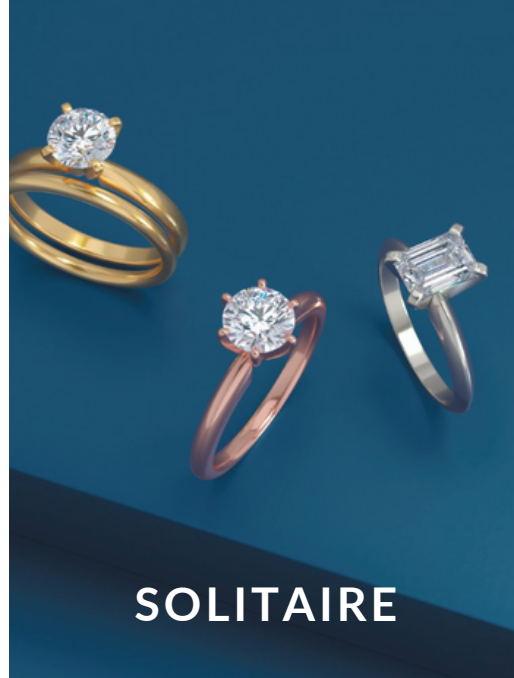
more durable

requires replating

may highlight diamond
imperfections



HALO



SOLITAIRE



THREE STONE



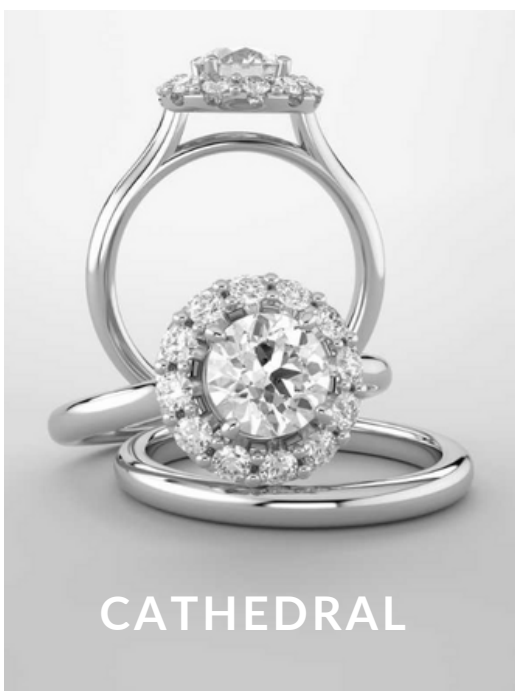
BEZEL



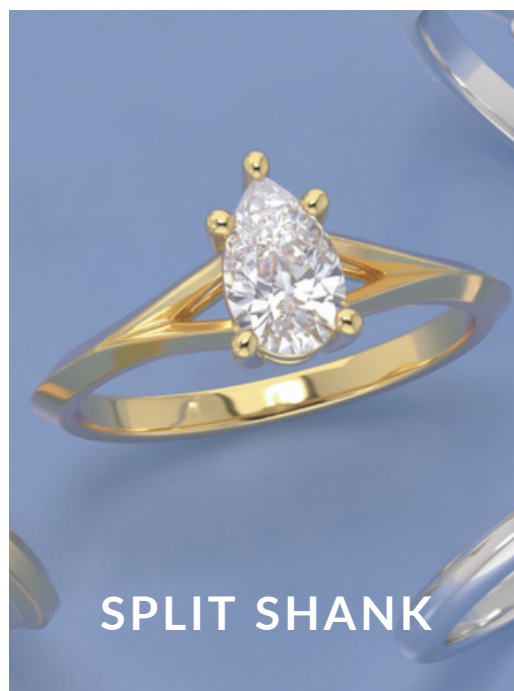
Setting Styles



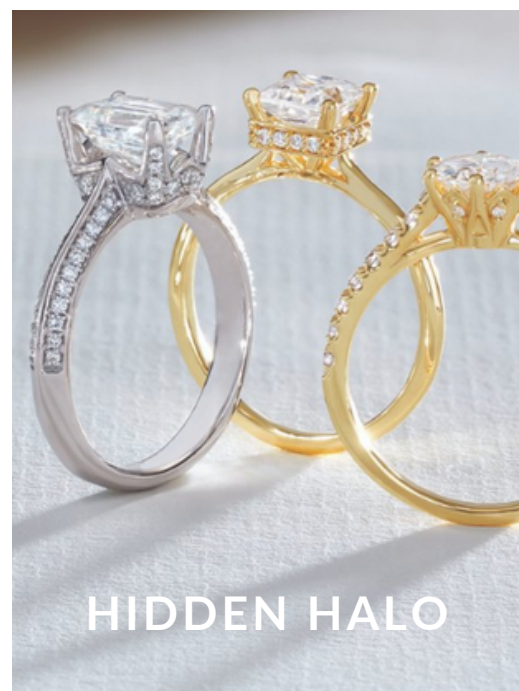
ACCENTED



CATHEDRAL



SPLIT SHANK



HIDDEN HALO

Gold Types Compared

Finding the right balance for your budget & lifestyle

Less Expensive

MORE DURABLE



Lower karats are more affordable and durable but have a lighter hue.



14K gold offers a balance between cost and quality. its durability and affordability make it a practical choice for many consumers.



18K gold strikes a balance between purity and practicality. This makes it a popular choice for fine jewelry pieces that are both elegant and durable.



Higher karats have richer yellow tones but are softer and more expensive.

More Expensive

LESS DURABLE

Who is Faithful Platform

ENGAGEMENT RINGS & FINE JEWELRY

PURPOSEFUL

Christian company committed to serving others with integrity and equipping couples with free marriage resources through our non-profit

PERSONAL

Personalized, one-on-one consultations to equip clients with the knowledge they need to make wise and informed jewelry purchases

PRICE-CONSCIOUS

Unbeatable prices and quality service for engagement rings and wedding bands

A man in a purple t-shirt and black shorts is kneeling on one knee, holding a small black box, proposing to a woman. The woman is wearing a colorful patterned shirt and black shorts, leaning forward with her hands clasped. They are standing on a rocky riverbank with a river flowing behind them. In the background, there are large, rugged mountains under a clear sky. A large blue oval call-to-action is overlaid on the right side of the image.

Questions?
[CLICK HERE!](#)

Faithful P L A T F O R M

sees you as a **story**

unlimited possibilities of
custom ring designs

builds rings at the
lowest price in the market

crafts each ring **made-to-order**
with a diamond and setting
uniquely chosen for you

pursues **long-term client care**
as a member of the FP Family

follows up with **free resources**
to invest in your marriage

Other Jewelers

see you as a **sale**

limited, often outdated
stock of ring designs

charges **unreasonable**
markup (~300-1,000%)

pre-makes each ring with a
pre-set diamond that could be
purchased at any standard store

pursues you as a “customer”
for a **short-term sale**

follows up with **ads and emails**
to invest in their bank account

Don't just take our word for it...



"Bought a ring a few weeks ago and proposed recently. My fiancée *loved the ring* and it was exactly what she wanted. Faithful Platform was very easy to work with and the *price was excellent about half as much as big brand stores*. Cannot recommend this place enough everyone that saw the ring loved it."



"I will be recommending this place to everyone I know. Insanely good pricing and fast turn around. They make you exactly what you want from scratch. What would've been a \$10k ring in a box store, was way less than that with them... **WAY** less. Everything comes with certificates and they're super communicative along the way."



"*Honestly it was an answer to my prayers*. I went to other jewelers and FP was by far the best. Jake asked about my fiancé and I and how we met. *I was lucky if other jewelers even congratulated me*. Jake worked with me to capture my fiancé's unique, vintage taste, including adding pearls to the ring. *The final cost was \$1,200*. The quotes I got from other jewelers ranges from \$3,000-\$8,000. FP emphasized focusing on the marriage, not just the wedding. I cannot imagine going through anyone else for such a significant and intimate process."

Next Steps

I'm ready to propose!

Congratulations on this exciting time! We'd be absolutely honored to hear your story and craft your custom engagement ring. Start designing your ring today by filling out the Free Quote form on our website!

[Click Here!](#)

I'm not there yet!

We completely understand! We're here for you for the long haul. Stay connected to us through social media. When the time is right, reach out to us for your perfect ring!

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