

Please join us...  
our **STORY of LOVE** is  
just beginning.

# Bridal Bells



1a

1b





On the Cover

- 1a. 2/3 ctw Engagement.....\$1,895  
with 1/2 ct Center Stone.....\$3,195
- 1b. 1/3 ctw Engagement.....\$1,095  
with 1/2 ct Center Stone.....\$2,395



- 2a. 3/8 ctw Engagement.....\$995  
with 5/8 ct Center Stone.....\$2,995  
Also available in multiple ctw

- 2b. 1 ctw Engagement.....\$2,695  
with 1 ct Center Stone.....\$8,395

- 2c. 1 1/4ctw Engagement.....\$3,295  
with 1ct Center Stone.....\$8,995

- 2d. 7/8 ctw Engagement.....\$2,095  
with 1 ct Center Stone.....\$7,895

- 2e1. 1 1/4 ctw Engagement.....\$2,850  
with 3/4 ct Center Stone.....\$5,795

- 2e2. 1 ctw Matching Band.....\$2,395



- 3a. 3/4 ctw Engagement.....\$2,150  
with 3/4 ct Center Stone.....\$5,195

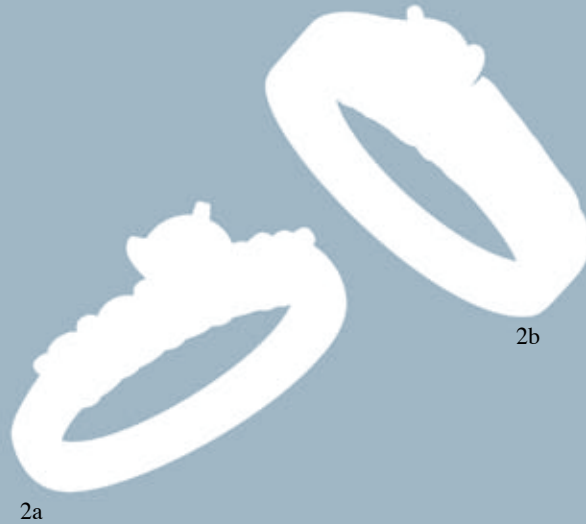
- 3b. 2/3 ctw Engagement.....\$1,995  
with 3/4 ct Center Stone.....\$4,995

- 3c. 3/8 ctw Engagement.....\$1,395  
with 3/4 ct Center Stone.....\$4,495

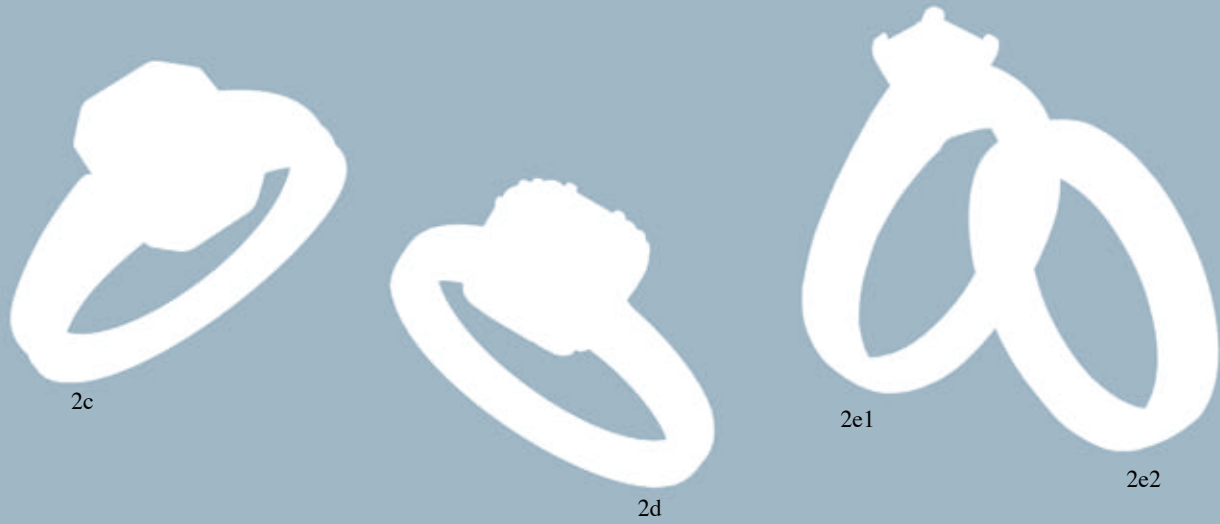
- 3d. 5/8 ctw Engagement.....\$1,395  
with 3/4 ct Center Stone.....\$4,395

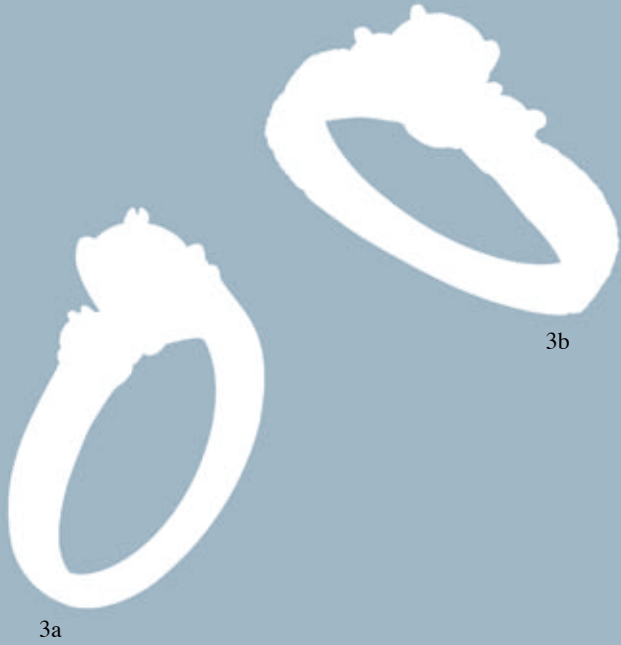
- 3e1. 3/8 ctw Engagement.....\$1,350  
with 3/4 ct Center Stone.....\$4,395

- 3e2. 3/8 ctw Wedding Band.....\$1,350



*Sometimes it begins with **A GLANCE**, a gesture,  
a shoe dangled, a quietly uttered word, **A KISS...***





3a

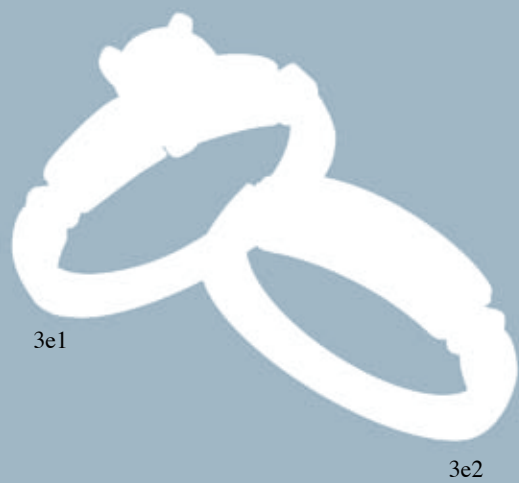
3b



3c



3d



3e1

3e2



THIS IS YOUR TIME.

Brief and shining. A moment to mark  
with *excellence*, to celebrate with  
bounty, to recall with *joy*.

And there is no better remembrance,  
no better keepsake, no better marker  
than a *sparkling* engagement  
ring from BRIDAL BELLS.

Our rings mark the day,  
GRACE the MOMENT and hold  
the promise of the *future* in a  
band of diamonds, platinum or gold.

*You'll find them* all on  
these beautiful pages...

*Choices.* CHOICES. *Choices.*

*If it were just any date, you'd mark it on a calendar and forget it. But you can't.*

*Set the Date*



4a1

4a2



4b



4c



4d

- 4a1. 3/8 ctw Engagement.....\$1,750  
with 5/8 ct Center Stone.....\$3,495
- 4a2. 1/4 ctw Wedding Band.....\$995
- 4b. 1/2 ctw Engagement.....\$1,195  
with 1/2 ct Center Stone.....\$2,495
- 4c. 1/3 ctw Engagement.....\$1,150  
with 5/8 ct Center Stone.....\$2,995
- 4d. 1/3 ctw Engagement.....\$1,250  
with 1 ct Center Stone.....\$6,995



- 5a. 1/3 ctw Engagement.....\$1,095  
with 1/2 ct Center Stone.....\$2,395
- 5b. 2/3 ctw Engagement.....\$1,895  
with 1/2 ct Center Stone.....\$3,195
- 5c. 1/2 ctw Engagement.....\$1,450  
with 3/4 ct Center Stone.....\$4,495
- 5d. 1/3 ctw Engagement.....\$1,050  
with 1/2 ct Center Stone.....\$2,350
- 5e1. 1/3 ctw Engagement.....\$1,050  
with 1/2 ct Center Stone.....\$2,395
- 5e2. 1/5 ctw Matching Band.....\$695



5a



5b



5c



5d



5e1

5e2

*There's family to tell, friends to call, a hall to book. A **WHOLE LIFE** together to contemplate.*

- 6a. 1/7 ctw Engagement.....\$595  
with 1/5 ct Center Stone.....\$895
- 6b. 1/2 ctw Engagement.....\$1,295  
with 1/4 ct Center Stone.....\$1,695
- 6c. 5/8 ctw Engagement.....\$1,995  
with 3/4 ct Center Stone.....\$4,995
- 6d. 1/4 ctw Engagement.....\$795  
With 1/3 ct Center Stone.....\$1,395
- 6e. 1/3 ctw Engagement.....\$1,095  
with 3/4 ct Center Stone.....\$4,195
- 6f. 1/4 ctw Engagement.....\$895  
with 5/8 ct Center Stone.....\$2,850



- 7a1. 3/8 ctw Engagement.....\$1,095  
with 1/2 ct Center Stone.....\$2,395
- 7a2. 3/8 ctw Matching Band.....\$1,095
- 7b1. 1/5 ctw Engagement.....\$695  
with 1/2 ct Center Stone.....\$1,995
- 7b2. 1/3 ctw Matching Band.....\$995
- 7c1. 1/4 ctw Engagement.....\$895  
with 1/2 ct Center Stone.....\$2,195
- 7c2. 1/3 ctw Matching Band.....\$995
- 7d1. 1/4 ctw Engagement.....\$895  
with 1/2 ct Center Stone.....\$2,195
- 7d2. 1/4 ctw Matching Band.....\$695
- 7e1. 1/2 ctw Engagement.....\$1,195  
with 1/2 ct Center Stone.....\$2,495
- 7e2. 5/8 ct Matching Band.....\$1,450
- 7f1. 1/3 ctw Engagement.....\$995  
with 1/2 ct Center Stone.....\$2,295
- 7f2. 3/8 ctw Matching Band.....\$1,095



6a



6b



6c



6d



6f



6e

**LINENS**, *wine and roses.*

*Perhaps a single stem at every plate.  
But where to seat them?*



7c1

7c2



7a1

7a2



7b1

7b2



7d1

7d2



7e1

7e2



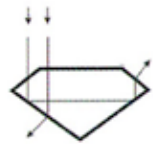
7f1

7f2

*And the china: A classic Limoges?*  
*Or just a single **BAND** of GOLD.*

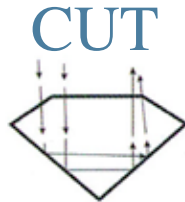
When it comes to determining a diamond's quality and value there is a universally accepted standard known as the four C's.

## CUT COLOR CLARITY CARAT WEIGHT



**SHALLOW CUT**

Light leaks through the bottom. Diamond may have dull reflections.



**IDEAL CUT**

As light is reflected from all sides, it comes back through the top sparkling.



**DEEP CUT**

Light is lost through the sides. Diamond may appear dark in the center.

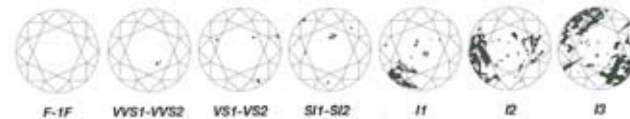
The cut of a diamond determines its ultimate beauty. A diamond cut to correct proportions will give off an unrivaled radiance. Cut a diamond too shallow or too deep, and light will escape through the bottom or sides.

## COLOR



Diamonds occur in every color of the spectrum. As a general rule, the less color a diamond has, the brighter its appearance. Truly colorless gems are extremely rare.

## CLARITY



Clarity refers to the number of imperfections in the diamond, known as inclusions. All diamonds possess inclusions; the fewer the inclusions the more rare and valuable the stone.

## CARAT WEIGHT



Diamonds are sold by weight in carats. Each carat is 1/5 of a gram. The heavier the diamond, the more valuable it is. But bigger doesn't necessarily mean better. Quality is found in diamonds of all sizes.

*First you*

A woman with dark hair, wearing a white lace wedding dress, is smiling broadly and laughing. She is positioned on the left side of the page, partially overlapping a white text box.

## GREEN

### *Sustainable Luxury For A Lifetime*

Nothing can be truly beautiful unless it can be produced in a way that is socially responsible and environmentally sustainable. For this reason, the casting grains used to produce Bridal Bells mountings are made from recycled gold, and the alloying process takes place in a state-of-the-art zero emissions factory. The resulting metal conforms to the highest quality standards, yet also meets our objective of doing no harm to the planet. We have also planted a forest of bamboo, in concert with the Environmental Bamboo Foundation, to compensate for the carbon footprint of this booklet and the other advertising materials that we have produced to tell the Bridal Bells story. The children you may have someday will thank you for doing your part to preserve the eco-system.

*tear out pictures from BRIDAL magazines. You choose that perfect dress and a color for the bridesmaids. A veil and shoes. Your hair.*  
*But don't ever doubt – you'll look **BEAUTIFUL.***

## FIFTH C

### *Our Commitment To You*

Of all the purchases you will make during your lifetime, the selection of a Diamond Engagement ring that symbolizes your love is surely one of the most important. As you consider the accompanying chart explaining the 4C's in selecting your diamond, we hope you will also consider the Fifth C - our Commitment to you - in selecting your jeweler.

Our Commitment to you begins even before you enter our store. From fashion-forward designs to contemporary classics, we stock an extraordinary array of today's best designs to give you the widest possible selection from which to choose. Our diamonds are individually hand-selected by expert gemologists, to guarantee supreme radiance, fire, and brilliance. We carefully evaluate each style for the beauty of its design and to ensure it meets our exacting standards of craftsmanship. Our goal is to provide you a lifetime of satisfaction and enjoyment.

As your jeweler, we will always do our best to provide you with exceptional selection, quality, service and value. This is our Commitment to you - now, and for as long as you wear your ring.



10a1

10a2



10b1

10b2

*Choose your music...the soundtrack of the rest of your life. For your first **DANCE**, do you choose the **SONG** that was played when you first met...*



10e1

10e2



10c1

10c2



10d1

10d2

- 10a1. 3/8 ctw Engagement w/ Center .....\$995
- 10a2. 1/7 ctw Matching Band .....\$395
- 10b1. 5/8 ctw Engagement w/ Center .....\$995
- 10b2. 1/7 ctw Matching Band .....\$395
- 10c1. 1/2 ctw Engagement w/ Center .....\$995
- 10c2. 1/10 ctw Matching Band .....\$295
- 10d1. 1/2 ctw Engagement w/ Center .....\$995
- 10d2. 1/10 ctw Matching Band .....\$295
- 10e1. 1/2 ctw Engagement w/ Center .....\$995
- 10e2. 1/7 ctw Matching Band .....\$450



- 11a. 1/5 ctw Engagement Ring .....\$695  
with 3/8 ct Center Stone.....\$1,495  
1/4 ctw Matching Band .....\$695
- 11b. 1/5 ctw Engagement Ring .....\$650  
with 1/2 ct Center Stone.....\$1,995
- 11c. 2/3 ctw Engagement Ring .....\$1,450  
with 1/3 ct Center Stone.....\$1,995
- 11d. 2/3 ctw Engagement Ring .....\$1,450  
with 1/3 ct Center Stone.....\$1,995
- 11e1. 1/5 ctw Engagement Ring .....\$650  
with 1/2 ct Center Stone.....\$1,995
- 11e2. 1/4 ctw Matching Band .....\$650
- 11f1. 1/3 ctw Engagement Ring .....\$795  
with 1/2 ct Center Stone.....\$2,095
- 11f2. 3/8 ctw Matching Band .....\$995



11b



11a1

11a2



11c



11d



11e1

11e2



11f1

11f2

*...or do you choose the song that was  
played when he whispered in your ear  
"I LOVE YOU" for the first time.*

- 12a. 1/4 ctw Men's Wedding Band .....\$695  
1/2 ctw Men's Wedding Band .....\$895
- 12b. 1/4 ctw Wedding Band .....\$395  
1/3 ctw Wedding Band .....\$495  
1/2 ctw Wedding Band .....\$695  
3/4 ctw Wedding Band .....\$995  
1 ctw Wedding Band .....\$1,495
- 12c. 1/2 ctw Wedding Band .....\$695  
1 ctw Wedding Band .....\$1,495
- 12d. 1/2 ctw Wedding Band .....\$695
- 12e. 1 ctw Wedding Band .....\$1,495
- 12f. 1/2 ctw Wedding Band .....\$995  
1 ctw Wedding Band .....\$1,895  
1 1/2 ctw Wedding Band .....\$2,595
- 12g. 1/4 ctw 5-Stone Wedding Band.....\$550  
1/3 ctw 5-Stone Wedding Band.....\$695  
1/2 ctw 5-Stone Wedding Band.....\$950  
3/4 ctw 5-Stone Wedding Band.....\$1,450  
1 ctw 5-Stone Wedding Band.....\$1,950



- 13a. 1/4 ctw 3-Stone Ring .....\$495  
1/2 ctw 3-Stone Ring .....\$995  
3/4 ctw 3-Stone Ring .....\$1,595  
1.00 ctw 3-Stone Ring.....\$2,295  
1 1/2 ctw 3-Stone Ring .....\$4,995  
2.00 ctw 3-Stone Ring.....\$7,995
- 13b. 1/4 ctw 3-Stone Ring .....\$495  
1/2 ctw 3-Stone Ring .....\$1,095  
1.00 ctw 3-Stone Ring.....\$2,495  
1 1/2 ctw 3-Stone Ring .....\$5,495  
2.00 ctw 3-Stone Ring.....\$7,995
- 13c. 1/2 ctw 9-Stone Ring .....\$895  
1 ctw 9-Stone Ring .....\$2,050  
1 1/2 ctw 9-Stone Ring .....\$3,195  
2 ctw 9-Stone Ring.....\$5,495
- 13d. 1/2 ctw 9-Stone Ring .....\$895  
1 ctw 9-Stone Ring .....\$2,050  
1 1/2 ctw 9-Stone Ring .....\$3,195  
2 ctw 9-Stone Ring.....\$5,495
- 13e. 1/2 ctw 9-Stone Ring .....\$895  
1 ctw 9-Stone Ring .....\$2,050  
1 1/2 ctw 9-Stone Ring .....\$3,195
- 13f. 1 ctw Em Cut Ring.....\$2,195  
1 1/2 ctw Em Cut Ring.....\$3,195



12a



12b



12c

*It's the one time you'll have your cake.  
And eat it too. The icing on a **PERFECT DAY.***



12e



12f



12d



12g



13a



13b



13c



13d



13f



13e

- 14a. 1/2 ctw Anniversary Ring .....\$995
- 14b. 3/8 ctw Anniversary Ring .....\$795
- 14c. 5/8 ctw Anniversary Ring .....\$1,050
- 14d. 1/3 ctw Anniversary Ring .....\$795
- 14e. 1/2 ctw Anniversary Ring .....\$995



- 15a. Gents Titanium Wedding Band .....\$79
- 15b. Gents Titanium Wedding Band .....\$99
- 15c. Gents Tungsten Wedding Band .....\$99
- 15d. Gents Steel Wedding Band .....\$99
- 15e. Gents Steel Wedding Band .....\$99
- 15f. Gents Steel Wedding Band .....\$99



On the Back Cover

- 16a. 1/2 ct Round Solitaire Ring .....\$999
- 3/4 ct Round Solitaire Ring .....\$1,999
- 1 ct Round Solitaire Ring .....\$2,999
- 16b. 1/2 ct Princess Cut Solitaire Ring .....\$999
- 3/4 ct Princess Cut Solitaire Ring .....\$1,999
- 1 ct Princess Cut Solitaire Ring .....\$2,999



14a



14b

*It's been a day like no other.*



14c



14d



14e



15a



15b



15c

*That passed like a COMET in the SKY:  
in a blur of champagne, toasts, kisses, dancing and joy.*



15d



15e



15f