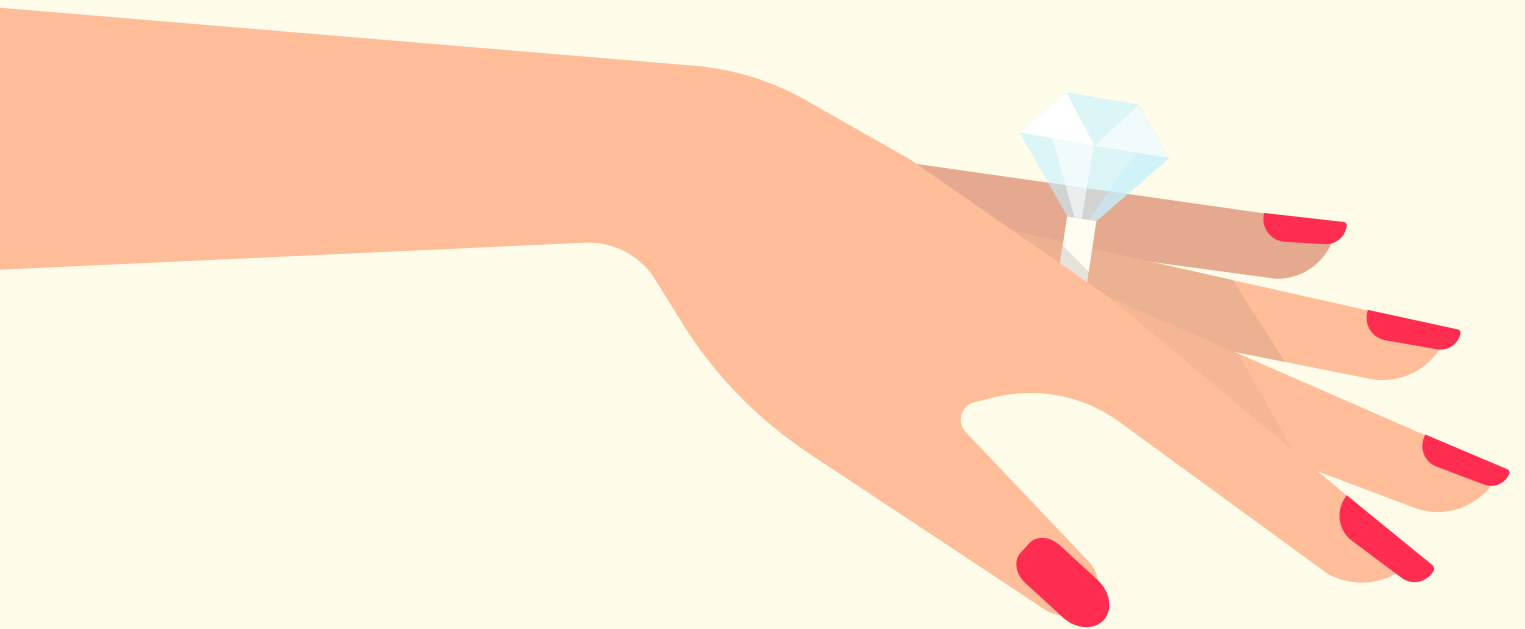


# IF THE RING FITS? A Guide to Getting it Right



Created by



DIAMONDS  
FACTORY

If The Ring Fits : A Guide to Getting It Right

[www.diamondsfactory.co.uk](http://www.diamondsfactory.co.uk)

# CONTENTS

---

- 3 FINDING THE RIGHT RING SIZE
- 4 THE BASICS
- 5 IT'S NOT AS BAD AS YOU THINK
- 6 WHAT'S THE COST OF RESIZING?
- 7 A SECRET MISSION
- 8 THE PERFECT SURPRISE
- 9 A LOT OF RINGS, A LOT OF RESIZING
- 10 CHANGE IS INEVITABLE
- 11 WHAT'S THE BEST WAY?
- 12 THE MOST COMMON MISTAKES?

# FINDING THE RIGHT RING SIZE

---

IT HAPPENS A LOT.

YOU THINK YOU KNOW HER AND THEN ALL OF A SUDDEN , YOU REALISE YOU  
HAVE A LOT TO LEARN.

THIS GUIDE IS HERE TO GIVE YOU SOME INITIATIVE TO MAKE SURE YOU CAN  
CONQUER THAT BRIDGE WHEN YOU COME TO IT.

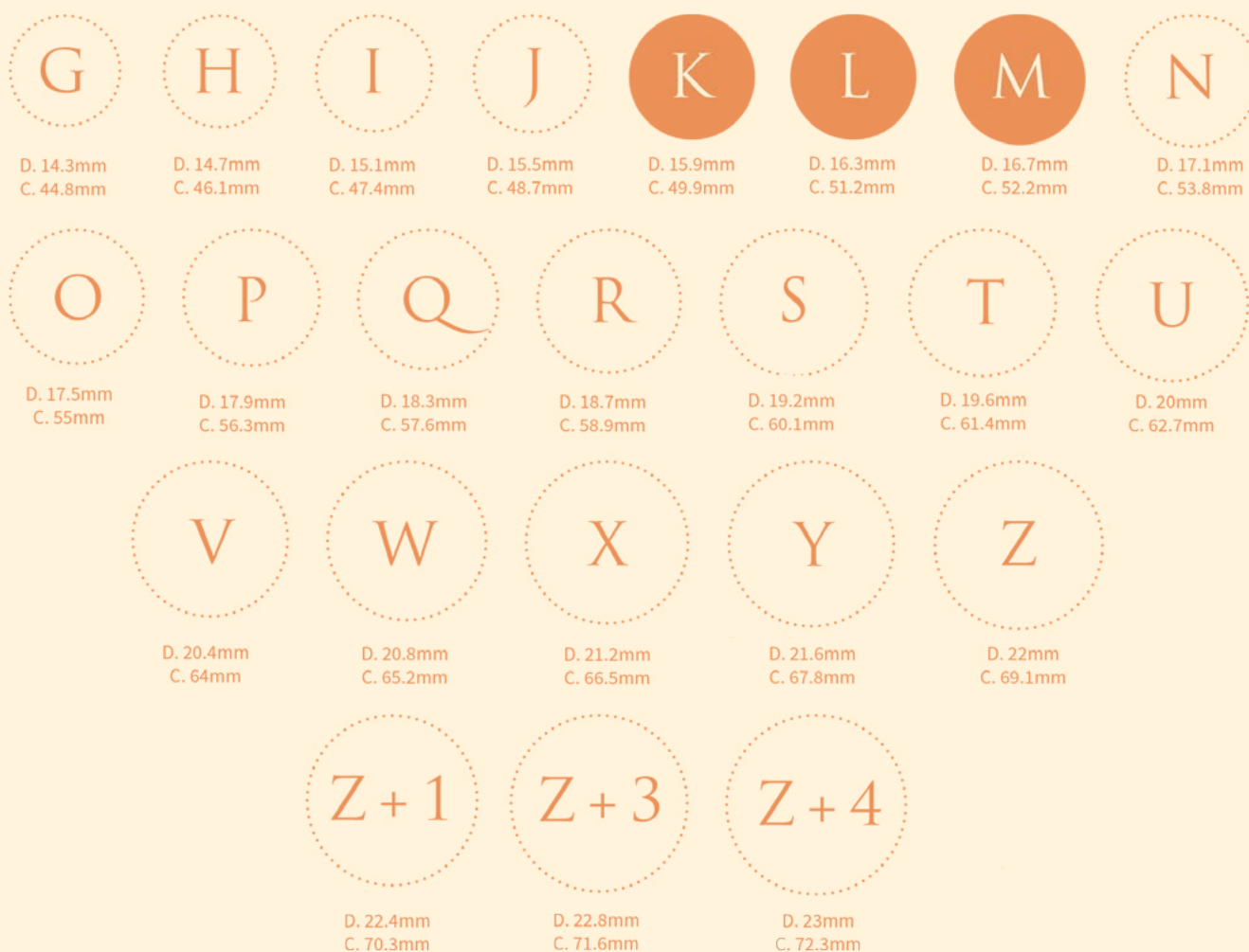
YOU'LL ALSO DISCOVER THAT THE TASK AT HAND IS NOT AS BAD AS YOU  
THINK OF IT.

DON'T FORGET... IT'S THE GESTURE THAT COUNTS.



# THE BASICS

## UK AVERAGE SIZE



These sizes are not to scale - to measure your ring size please download our Ring Size Guide from our website.

---

**ALMOST EVERYONE GETS THE SIZE  
WRONG THE FIRST TIME.**

**AND ALMOST EVERYONE COMES  
BACK WITH THEIR PARTNERS.**

# WHAT'S THE COST OF RESIZING?

---



# A SECRET MISSION

---



MEASURE HER WHILE SHE'S ASLEEP WITH STRING.



“BORROW” ONE OF HER RINGS THAT SHE HAS ALREADY AND MEASURE IT.



ASK HER MUM OR HER BEST FRIEND.

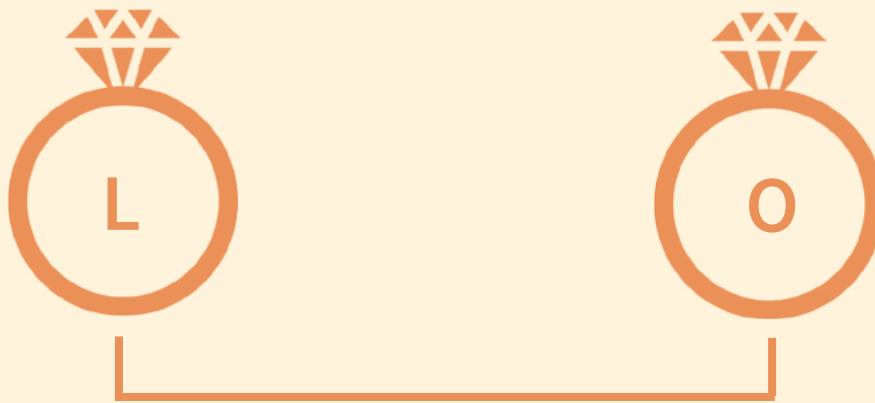
---

**YOU CAN ALWAYS PICK ONE OF THE  
AVERAGE SIZES FOR YOUR PROPOSAL,  
THEN USE OUR ONE-TIME FREE RESIZE  
SO THERE'S NO PRESSURE.**



# A LOT OF RINGS A LOT OF RESIZES

---



4 - 5 DAYS



WE SPEND THOUSANDS OF HOURS, RESIZING HUNDREDS OF RINGS EVERY MONTH.

YOU COULD SAY IT'S A HABIT.

# CHANGE IS INEVITABLE

---

THESE CAN CHANGE YOUR RING SIZE :



## TEMPERATURE

HOT TEMPERATURES WILL EXPAND THE SKIN, WHILE COLD TEMPERATURES WILL SHRINK THE SKIN.



## WEIGHT LOSS OR GAIN

THIS ONE MIGHT TAKE A WHILE, BUT CHANGES TO WEIGHT WILL EVENTUALLY AFFECT HOW LOOSE OR TIGHT THE RING FITS.



## PREGNANCY

YOUR NEW CHILD MIGHT MOVE YOUR PARTNER'S RING SIZES UP QUITE A BIT; IT'S NOTHING PERSONAL.



## YOUR COMFORT

SOME PEOPLE MIGHT PREFER LOOSER OR TIGHTER FITS. WE'RE ALL DIFFERENT IN OUR PREFERENCES.



A SKILLED JEWELLER  
THAT'S US.

---

**NOTHING REALLY BEATS GOING TO A  
JEWELLER AND GETTING IT PROPERLY SIZED.**

**IF THAT'S NOT AN OPTION, TRY GETTING GET  
IT AS CLOSE AS POSSIBLE, IT HAPPENS ALL  
THE TIME.**

# THE MOST COMMON MISTAKES

---



## MISCOMMUNICATION

ASKED THE OPINION OF SOMEONE ELSE WHEN THEY DON'T REALLY KNOW THEMSELVES.



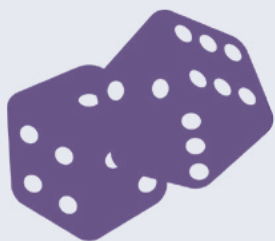
## POINT TO THE FINGER

MEASURING A RING SHE WEARS ON HER INDEX FINGER AND THINKING HER RING FINGER IS THE SAME.



## STRUNG ALONG

MEASURING HER FINGER WITH A PENCE OF STRING, THEN MARKING THE STRING WRONG.



## GUESS-TIMATE

GUESSING BY THINKING HER DRESS SIZE OR SHOE SIZE WILL RELATE TO HER HANDS IN ANY WAY.



## PAPER WORK

USING A PRINTER TO PRINT A DIGITAL RING SIZE GUIDE, BUT GETTING THE PRINTER SETTINGS WRONG.



DIAMONDS  
FACTORY

2nd & 3rd Floor  
54 Hatton Garden  
London EC1N8HN  
0808-278-8819  
[service@diamondsfactory.co.uk](mailto:service@diamondsfactory.co.uk)