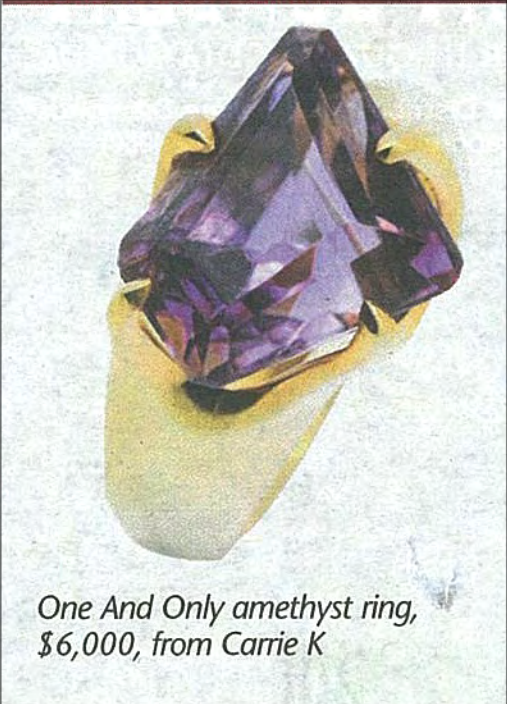


THE EDGY BRIDE



One And Only amethyst ring, \$6,000, from Carrie K

THE POSH BRIDE



LVC Promise wedding rings, from \$1,599 each, from Love & Co



Ashley Isham Love Divine ring, from \$1,538, from Lee Hwa Diamond Promenade



Mini Isabella ring, price upon request, from Larry Jewelry

THE MINIMALIST BRIDE



Forevermark Encordia solitaire ring in white gold, from \$948, from Lee Hwa Diamond Promenade



Wykidd for Soo Kee rose and white gold wedding bands, from \$599 (man's) and from \$639 (woman's), from Soo Kee Jewellery



Till Death Do Us Part ring, from \$7,100, from Solange Azagury-Partridge

BAND AID



What kind of bride are you? Just choose your rings accordingly, says IMRAN JALAL



Gisella diamond ring in rose and white gold, from \$792, from TianPo



Champagne and grey gold rings with bark texture, from \$3,000 per pair, from Argentum

THE FAIRY-TALE BRIDE



Royale wedding bands with diamonds in rose gold, from \$3,300 per pair, from Ling Fine Jewellery



Tiara ring with blue-green sapphire in white gold with diamonds, from \$5,500, from Simone Jewels



Josephine Tiara ring with brilliant-cut diamond in rhodium-plated white gold and diamonds, from \$14,300, from Chaumet

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YUEN TUNG GEMS & JEWELLERY

Block 1093, 07-09 Lower Delta Road; open from 10am to 7pm on weekdays and from 10am to 5pm on Saturdays; tel: 6270-2278

For the past 41 years, this family-run business has been operating from a 2,000 sq ft space in a factory building. Up to 15 artisans work in a glass area while its owner, Mr Lui Kam Wah, and his wife run the business.

The only change, says their eldest son and director of the company, Mr Lui Whye Hoe (right), 37, is a showroom-cum-boutique that opened in 1981.

"Most people would not expect to get a swanky experience in the middle of an industrial estate," he says with a smile.

"But this way, we save on rental costs and still get good word-of-mouth referrals."

The brand's elaborate fine jewellery pieces draw a steady pool of tai tai clients, but it also designs "simple, classic and evergreen" jewellery for young brides, such as a 1.53-carat cushion-cut diamond ring (inset).

Prices start from \$800.



ST PHOTO: NURIA LING

What is the key thing to remember when shopping for rings?

Guys tend to have elaborate ideas for the engagement rings, which may be too engineered and overdesigned.

Sometimes, they forget that a ring that is too chunky is difficult to wear. So it is better to avoid fussy designs.

To avoid getting the size wrong, I would suggest that men use their left pinky as a gauge. A woman's ring finger is usually of that size.

