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jewelry

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Lorinczi Jewelry Announces Foolproof Engagement Ring Design Service that Won't Break the Bank—or the Groom's Spirit! (2013)

San Francisco, CA (March 2013) — The average man would jump at the chance to buy his girlfriend a one-of-a-kind custom engagement ring, especially if it meant scoring major points for creativity, not breaking the bank, and not ever setting foot inside a mall. So what if it also entailed a little snooping around his girlfriend's closet and jewelry drawer?

Lorinczi Jewelry, the San Francisco-based boutique studio of jewelry designer Stacey Lorinczi, has sent men around the country rooting through their girlfriends' possessions in the name of a good cause: attaining the engagement ring of her dreams. Inspired by constant requests for one-of-a-kind engagement rings, wedding bands, and special wedding day jewelry for the bride, Stacey has recently made custom design and fabrication a more pivotal part of her business with the launch of the Custom Bridal Design Service.

While women want the surprise of a proposal, they often don't want the shock of a ring they wouldn't choose themselves. After all, this is a piece they'll be wearing every day for the rest of their lives— to leave that kind of decision up to their boyfriends is a risk many women are unwilling to take. So what's a die-hard romantic to do? This is where Lorinczi Jewelry's Custom Bridal Design Service comes in. Part designer, part detective, Stacey creates a ring tailored to the individual's lifestyle, activities, and aspirations. Balancing the desire to uniquely convey the woman's personality with enough subtlety to offset the vicissitudes of fashion, she never loses sight of the bride's fantasy.

Stacey begins the Custom Bridal Design Service by requesting lots of photos, from casual vacation snapshots to more formal events pictures, to get a complete view of the woman at leisure: what she likes to do while traveling and relaxing, and what she wears at her best. Stacey then has the groom-to-be rifle through his girlfriend's closet, photograph her wardrobe and jewelry, and jot down any designer labels to get a comprehensive sense of her aesthetic. Lastly, she has him consult with female friends to get their take on his girlfriend's style and desires; if necessary, she even has him bring in a female friend as a "special consultant." All this snooping around can have some unintended, albeit amusing, consequences. In recalling one client's experience, Stacey chuckles that "after seeing her closet rummaged through, her shoes misplaced, and her jewelry ransacked, this poor man's girlfriend got a little paranoid. Combined with frequent, furtive phone calls between her boyfriend and her best friend, she got *seriously* alarmed!"

Whether across the country or overseas, Stacey knows how to work with customers who aren't local to San Francisco, allowing them to take advantage of her inimitable skills without ever leaving their homes. Either on the phone or over the Web, Stacey guides her clients through the same discussions she would conduct face-to-face. The design process entails a round of drawings, starting with broad sketches and gradually narrowing to more detailed renderings of the final ring. There are never fuzzy snapshots



of wax models to decipher online: every step of the way, Stacey sends actual models to the client so that he can see and feel for himself what the final ring will look like. The intimate and engaging design process takes the anxiety and guesswork out of online shopping and ensures a happy, enjoyable experience from beginning to end.

In a market saturated with overpriced and hackneyed wedding rings, it can be overwhelming trying to find the perfect ring that won't bankrupt you. Couples today are marrying later in life, often balancing many financial demands before marriage; it seems foolhardy to spend a fortune on an engagement ring, leaving nothing left over for school loans or down payment on a home. This is where the hidden benefit of the Custom Bridal Design Service comes in— Stacey works from a budget backwards, creating a ring tailored to her clients' financial limits. There are many ways to bring costs down, such as using alternative stones (who says diamonds are a girl's best friend?) or forsaking platinum for less expensive metals. And if the groom already has grandma's diamond and wants to use it in the ring, so much the better. Repurposing ancestral jewelry, and recycling gems and metal are terrific ways to bring costs down, help the planet, and honor family. Says Stacey, "I am as proud of the rings I've created for \$1500 as I am of those I've done for \$50,000, and I suspect you'd be hard-pressed to tell the difference."

Stacey offers a few general tips for designing a successful engagement ring:

1. **Know your limitations.** If she shudders when you try to go clothes shopping for yourself, let alone for her, she's likely to have some fixed ideas about engagement rings. Do *not* attempt to design the ring on your own; instead, bring her in on the process from the beginning.
2. **Set your budget.** Even if you fear it's on the small side, don't be intimidated to state it and stick to it. A good jeweler won't try to talk you out of it, or talk down to you. A small budget is a great opportunity for a designer to be inspired and innovative— some of the best inventions spring from constraints.
3. **Learn her style.** This is your opportunity to delve into the wild and woolly world of women's fashion. Really take a look at your lady and learn her taste. In a crunch, think in terms of archetypes—say, the Spice Girls. Is she Sporty or Posh? Sexy or Baby? If you're still confused, call in a pinch hitter: a female friend who's more likely to know her Prada from her Pumas.
4. **Be cool.** If you want a designer to do the ring without your girlfriend's input, make sure you gather as much information as possible. And remember, if you get caught sleuthing, a little subterfuge—and a great story—can save a world of explanation. In the immortal words of Samuel Butler, "Any fool can tell the truth, but it requires a man of some sense to know how to lie well."

Of course, once the engagement ring is taken care of, wedding bands are the next step. This is where the groom reaps his reward for all that hard work, deploying his newly minted design skills on a ring that truly expresses his own style. Whether he prefers the simplicity of a straightforward band, or craves something more unusual and one-of-a-kind, Stacey works with the couple to create singular or matched bands that complement the beauty of the engagement ring, and express the spirit of the bride and groom both as partners and as individuals.

Established in 2002, Lorinczi Jewelry specializes in unique designer fine jewelry entirely handmade in San Francisco. Unlike much contemporary bridal jewelry, which is often banal and mass-produced, Stacey Lorinczi makes each ring to order in the belief that it should be as singular as the individual who wears it. Guiding her clients throughout the creative journey, intuiting their needs, and realizing their visions, Stacey creates exceptional rings that will continue to inspire their owners throughout generations of changing fashions.

Designer Stacey Lorinczi holds a B.A. in Visual Art from Brown University and a degree in Jewelry Design from Central St. Martins College of Art and Design in London. Her collections have been showcased in *The Art of Jewellery Design* (Liz Olver. London: A&C Black, 2002), and featured in such magazines as *Bride's*, *Modern Bride*, *W*, *Us*, *Marie Claire*, *Elle*, and *San Francisco Magazine*. Please visit www.lorinczi.com for more information on Lorinczi Jewelry's services and collections.

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