



THE ENGAGEMENT RING

How to choose the perfect
engagement ring and get it
right first time.

Lewis Malka

Lewis Malka is the owner and founder of Lewis Malka London. Specialising in fine diamond jewellery and engagement ring design, Lewis's individual approach to premium jewellery sets him head and shoulders above the competition.

Lewis' rising status and passion for premium jewellery sets his profile and designs apart in the fashion and jewellery industry. With an ever increasing reputation and a high profile client base that expands across the world, this year is set to be another great year for Lewis Malka.

When making big decisions (and buying an engagement ring is a really big one) getting some sage advice is essential. I can recommend this guide to you without reservation. Lewis is an author and jeweller with both gravitas and experience you can trust.

Harry Levy, President, London Diamond Bourse

Lewis Malka is the man to go to for your engagement ring. If you're about to propose... call him! He is a talented jeweller with unique designs and knows all there is to know about diamonds. He listens to what you want and works with you to create your dream ring. Thank you for all your help Lewis and looking forward to keeping in touch...wedding rings next my friend!

Mark Rogers

Lewis has great flair, charm and creativity, as well as huge integrity. A real diamond.

Lucia Silver

Lewis really is the engagement ring king! Not only can he produce amazing diamond rings but his knowledge, experience and advice with all jewellery is second to none. I'd highly recommend contacting Lewis if you're looking for something sparkly at a price you can afford.

Joel Lassman

Lewis has a true gift with diamonds! He has made many spectacular pieces for me over the years and I adore each and every one. Very proud to call Lewis a dear friend.

Vanessa Staples

CONTENTS

Foreword.....	page 7
Introduction.....	page 9
Why do we buy diamonds?.....	page 15
Engagement ring advice for guys.....	page 19
Diamonds are forever. A brief history.....	page 23
High Street vs Bespoke	page 29
There are more questions than answers.....	page 33
What are the 4Cs?	page 39
Diamonds don't only come in white.....	page 45
The magic happens here.....	page 47
The Proposal.....	page 51
Making sure you get value for money	page 57
How to get the perfect wedding ring.....	page 63
Insurance and valuation certificates	page 67
When should I get engaged?	page 73
Where is Hatton Garden	page 79
The London Diamond Bourse	page 83
Summary of your journey	page 87
In the press	page 91
Testimonials.....	page 93
Engagement ring gallery	page 101
Instagram gallery.....	page 103
Ring size chart	page 105

INTRODUCTION

Let me paint you a picture.

I had a voicemail from a guy and it went like this:

“Hi Lewis, you don’t know me but I know you and you also know my girlfriend Khara, I’m Mark. Please can you give me a call as we have something to discuss.”

Well it’s at a time like this that several scenarios run through your mind. When I phoned Mark back, he explained that he was looking for an engagement ring and that as his girlfriend had been ogling my Instagram images for months now, he felt that I was the right person to make her a ring.

In the next two weeks Mark and I met on three separate occasions. Mark wanted it to be a surprise and had an idea of what shape diamond Khara wanted. We had managed to whittle it down to 6 different diamonds and a couple of different ring styles. Mark’s plan was to propose on a Friday night and he wanted me to come round to the house on Saturday.



Like clockwork I was ringing the doorbell at 1 o’clock Saturday lunchtime. Khara opened the door. The second she saw me she burst into tears as she realised why I was there. She kept saying,

“What’s going on?” and “I’ve got no idea what’s happening”

To Mark this was perfect. Everything was going as planned. As I walked through the front door I noticed there were rose petals at the bottom of the stairs. In the living room there were two glasses of champagne, some cake and the celebrations were well underway.

The next 15 minutes Khara spent coming to terms with what was going on. We sat and chatted about the proposal the night before. When Khara finally composed herself she wanted to know when she was going to get her ring.

She wanted to know if I had come to deliver it and wondered what it looked like. Mark had originally proposed with an inexpensive ring from a costume jewellery shop. This way he had a token piece when he got down on one knee.

He explained that I was here to show her a variety of diamonds and a selection of ring styles. The element of surprise was captured. The romantic aspect of designing and choosing her dream ring as a couple was underway. I had brought round a variety of different shape diamonds, it was up to Khara to decide which she preferred.

She took plenty of time learning and understanding the 4Cs (the characteristics from which we decide which diamond we want). She had managed to narrow it down to two diamonds; a brilliant cut round and an Asscher cut diamond. Each shape stone had its own unique design which was chosen. The couple requested that they had the rest of the weekend to decide on which style was best suited for Khara now and forever.

As she was in two minds, I decided to post the photo of her wearing both rings on my social media platforms. I thought I'd get a crowd vote. Which shape would everyone think would suit Khara's hand the best. Well she didn't need the general public to tell her what her gut had already said, which was that the round brilliant cut was best suited for her hand and lifestyle. On Monday Mark phoned me and confirmed that Khara would love the brilliant cut round diamond as her engagement ring. We confirmed the style of the setting and a few days later the ring was made in my workshop. They both came up to my office late Friday afternoon to collect the ring. Naturally tears followed.

It's this scenario which is typical in my line of work and this is why I get up every day and go to work. Well for most people it's work. For me it's a passion.

This is why I do what I do and how I came up with my tag line,

Give her what she wants at a price you'll love!

KATIE PIPERS ENGAGEMENT AND WEDDING RING

To love someone deeply gives you strength. Being loved by someone deeply gives you courage.

At the back end of 2011 I had the pleasure of meeting Katie Piper at a charity

event. She was giving a talk and raising awareness about her foundation. A few months after the event Katie got in touch and asked me to help her with some alterations and repairs to some pieces of jewellery she had.

It was a few years later that Katie got in touch with me. I received a DM from her which went like this. “Hi Lewis, how are you? I’ve just got engaged and I’m ring less. Would you like to make it for me”? Naturally I jumped at the chance. The ring was made just a few days later and ready in time for Christmas. Katie finally decided on a double halo style ring and with it a full diamond wedding ring.



I’m proud to count Katie as one of my friends and was privileged to attend her wedding in November 2015. The earlier quote is an extract from her order of service pamphlet. I do believe that this perfectly sums up her relationship with her husband. These are her rings and also a quote from Katie. Thank you Katie!

“I love my rings and Lewis was so hands on throughout the process. The fact that he’s such a lovely guy made it even more special. Thank you.”

SO WHY DID I DECIDE TO WRITE THIS BOOK?

What qualifies me to write about picking the perfect engagement ring? Who am I and more importantly, where did I come from?

Well here’s my story. I hope it excites you because after all, you are the reason I decided to write this.

One of the most common questions I get asked, other than, “Where did you get your good looks from?” is “Have you always wanted to be a jeweller?”

The short answer is no. I always wanted to be a fireman, but the fact is that I became a jeweller and how this happened was quite by chance.

Traditionally most jewellers in Hatton Garden, the jewellery centre of the UK and located in London, have been in the family for a few generations. Not so much anymore.

I was 16 years old when I was first introduced to the back end of the jewellery industry. A friend of my parents was a manufacturing jeweller. He wanted to

know if I was interested in helping out for a few weeks. I was intrigued by the offer and accepted. I was fascinated by what I saw. The attention to detail and the intricate work involved was mesmerising. This was for me.

With the help and support of my parents I looked into starting a course in jewellery making. I found one that was starting immediately at Sir John Cass School of Arts. It was an apprenticeship course and they assisted in finding me work placement. I loved it. It was exhilarating and I wanted to learn everything I could. From soldering to sawing, from filing to buffing, from polishing to setting, and from casting to moulding. All my friends were doing A level exams and then off for a gap year. Not me. This was it.

In 1999 I took a gemmology course and passed. I learnt so much that all it did was fill me with a desire to learn more. Diamonds are one of those things that like most people I am fascinated by. The fact that something so small has such beauty and lustre to command such a high price is incredible.

In the year 2000 I founded and started on my own business and focused on creating bespoke pieces for private clients. The best way, and in my opinion the only way to do this is to create a network of people who can, and will, happily refer clients to me. I joined a networking organisation called BNI and have been a member since 2003.

I joined the London Diamond Bourse in 2005 and a few years later was invited onto the board, and to this day I proudly sit as a board member as part of an 11 person strong committee. The fact that I have a say in the future of the diamond industry and can make suggestions to improve and evolve it, is something which excites me and that I'm proud of.

2014 was a special year for me. Having spent years with clients discovering their genuine needs and desires when it comes to jewellery, I took this insight and used it to create my very first collection. I re-branded and changed my business name to Lewis Malka London. I launched in July 2014 with a collection of 13 distinct designs with a focus on refinement, ensuring the stone(s) remained a true focal point with the metal merely complimenting. Each piece is hand crafted and bespoke to each client.

I continue to champion a personal approach within the fine jewellery sector, offering one-to-one appointments for a bespoke experience where customers are able to impress their own individuality onto the outstanding design and

incredible craftsmanship that I have become known for. I myself continue to hand craft all orders for a unique personal touch.

To coincide with the launch of my first Lewis Malka London collection, my company began working with an award winning PR agency to help create awareness around the brand and cement me as the go-to expert in fine diamond jewellery. Since this appointment I have become a regular contributor to the likes of the Daily Mail, The Mirror, OK!, MSN and Huffington Post. In addition, the debut collection has starred in a variety of titles, most notably within Harper's Bazaar as part of their top 30 engagement rings, alongside household brand names like Cartier and Tiffany. As a result of this investment in PR, Lewis Malka London has seen a huge increase in website hits, social media followers and direct calls regarding the brand.

In October of 2014 I was approached by Eva Longoria and Ricky Martin and asked if I wanted to get involved with their charity evening they were hosting here in London, The Global Gift Gala. I didn't hesitate and I donated a diamond necklace for the auction which Iveta Lukosiute wore on the night. There were lots of famous faces there and more than £500,000 was raised. You can read all about it in a blog I wrote.

This increase in press coverage and in turn, brand awareness put Lewis Malka London on the celebrity radar. As a result I became the exclusive jeweller to philanthropist Katie Piper, working with Katie and her fiancée to design and create her stunning engagement ring in December 2014 and to later go on to make their wedding rings.

June 2015 was another milestone for me. It was only eight months ago that I decided to put together my ready to wear collection of engagement rings and these are the pieces that were shortlisted for Bridal Collection of the Year at the UK Jewellery Awards. It's an annual trade-only event to recognise people in all sectors of my industry. The awards night was held at the famous Tower of London as a black tie event. It's the trade version of The Oscars and I'm very proud. Thank you to the people who nominated me. I didn't win on the night, however I was really proud to have been shortlisted. They picked me out from over 160 people who entered.

So as you can see, it's been a busy time for me, things are going from strength to strength. When I'm not at work either sourcing diamonds or in the workshop crafting some beautiful pieces of jewellery, I enjoy running

marathons, going to the cinema and seeing the arts. I also seem to have quite a geek's obsession with James Bond! Well, we've all got something. So with that and my three kids, I'm pretty busy and very content in life. Recently my jewellery was seen on the red carpet at the Royal world première of the James Bond movie Spectre. Something I'm very proud of. I'm looking forward to seeing what the future holds.

So that's me. Now let me share with you my objectives and desires about this book.

What I intend to do over the coming chapters is to give you an insight into the diamond industry. Not just an overview, but also an in depth look at how the jewellery market works. Specifically the engagement ring market.

With over 25 years experience I'm sure you will take some tips away to help you make some important decisions when it comes to buying that dream ring for your girlfriend. I intend to cover everything from the traditional 4Cs, proposal ideas, all the way through to insurance guidelines. I want you to be as educated and informed as you can. I want you to ask the right questions when you sit in front of the salesman. I want you to know your carats from your baguettes. All the information you will need to buy her dream ring at a price you'll love is right here.

Some of the most common questions are:

“What makes the perfect engagement ring?” and “How do I get the best engagement ring for my money?” The answer to those questions, and many more, will all be unveiled in this first-of-a-kind book.

How to choose the perfect engagement ring and get it right first time is the only fully comprehensive guide, written by a top diamond jewellery expert.



With over 25 years of experience hand making jewellery, Lewis takes you behind the scenes and exposes trade secrets that will help you get the perfect engagement ring for the price you will love.

It covers how to source the diamond, to knowing which diamond to choose. It gives a better understanding of the pros and cons of buying a ring on the High Street or having a bespoke ring made. It covers the valuation certificate all the way through to the insurance. There are also plenty of proposal ideas as well as tricks to help you get the 'celebrity look' for less.

This guide is all you need to give her exactly what she wants at a price you will love.

Lewis is the jeweller to the stars who makes every client feel like they are his most precious. – **Fairy Bowles**

Lewis made my wife a lovely pendant and she wears it every day. She absolutely loves it!! He was very professional and I'd have no hesitation in recommending him. – **Nigel Hakkak**

I couldn't recommend anyone more highly. Lewis reset my vintage engagement ring and kept all of its original charm. He is talented, professional, knowledgeable and most importantly he listens to what you want! – **Debbie Rose Edery**



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