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Daily Nebraskan

Wedding Supplement

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Majority of couples combine forces to search stores for band of gold

By Emily Rosenbaum
Senior Editor

Buying that little band of gold is not the solitaire-y affair it used to be.

Today, the vast majority of couples are going together to select their engagement and wedding rings, according to John Tavlin, president of Nebraska Diamond, 13th and O streets.

At least 90 percent of the engagement and wedding rings Nebraska Diamond sells are selected by couples, Tavlin said.

Most men don't want to risk buying a ring their fiancées might not like, he said.

"A lot of the men who come in alone sort of lose their nerve," he said. "So we give them a way out."

Tavlin said that if the groom-to-be is uncertain about his choice of ring style, the store arranges for an exchange if necessary.

Mike Trepanier, manager of Brodkey's Jewelers, 1111 O St., said his store also sees couples shopping together for their rings the majority of the time. Sometimes the man or woman will come in separately to do a little pre-shopping and then return later with the partner, he said.

Couples buying rings usually purchase wedding sets, composed of a

matching engagement and wedding ring soldered together, for the woman, Tavlin said.

Most women prefer their sets to be yellow gold rather than silver and to have side diamonds, he said. Men choose plain gold bands and diamond rings almost equally, he said, and don't normally match their rings to the woman's.

Trepanier said a one-half carat or larger center stone for the woman's ring is the most common choice. Colored side stones have become

increasingly popular. He pointed to an understated "tailored" or "sleek" look as the most common style selection.

Trepanier and Tavlin said diamond wedding rings for men have become more popular recently, with a wider array of styles available. And many men are opting for more intricate styles, Tavlin said.

"When men get a ring with diamonds, we find they want a multiple-diamond ring," Tavlin said.

He said the most consistently popular engagement ring over the years has been the Tiffany solitaire.

Often, couples who come ring-shopping and can't agree on one style end up with a Tiffany solitaire, he said.

The ring is popular because of its simplicity and reasonable price, he said.

"It's extremely safe," he said. "It will not offend anyone."

Trepanier said he has found that most Lincoln couples reflect a more conservative trend when buying rings.

"Most of our couples like a simple, understated look," he said.

Tavlin said the typical college couple spends an average of \$800 to \$1,000 on the



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Denise Smith, a junior math major, models an engagement ring.

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