

you don't know what to do

Knowledge important in ring hunt

By MIKE KLUCK
Senior Reporter

Confusion, price and acceptance all go through a man's mind when selecting the perfect engagement ring.

Getting beyond those concerns could enable the purchaser to buy a ring that will last a lifetime.

"The guys are usually concerned because this is something they don't know a lot about," said Bob Fixter, general manager of Sartor Hamann Jewelry, 1150 O St. "The process of selecting a diamond is a little threatening to them because they have never done anything like this before."

Fixter and jewelry managers at Nebraska Diamond and Borsheim's in Omaha said selecting a ring is one of the most important purchases a man ever makes.

"We try to counsel the clients when they come in and usually suggest that they try to figure out what they are going to do in their life and try to buy items they would consider a lifetime purchase," said Chuck Kuba, executive vice president of Nebraska Diamond. "There is no greater purchase they will make in their life than the diamond ring."

Because of the pressures, calming a man's nervousness is one of the first responsibilities of jewelers, the managers said.

"The first thing we are going to do when a guy walks into our store is spend about 10 minutes explaining to him how to buy a diamond and what drives the price of a diamond," Kuba said.

He said it's important to remember that under different lighting conditions the diamond will look different, so some imperfections can sometimes go unnoticed.

Sartor Hamann uses the only diamond-rating computer in Lincoln. Fixter said although he also counsels customers on what to look for in a diamond, the computer helps to show how



RYAN SODERLIN/DN

TOM MAIN, a sales executive and assistant manager, and Leslie Westcott, a sales support staff member, both of Nebraska Diamond, examine rings to determine quality, clarity, cut and carat.

a diamond should look.

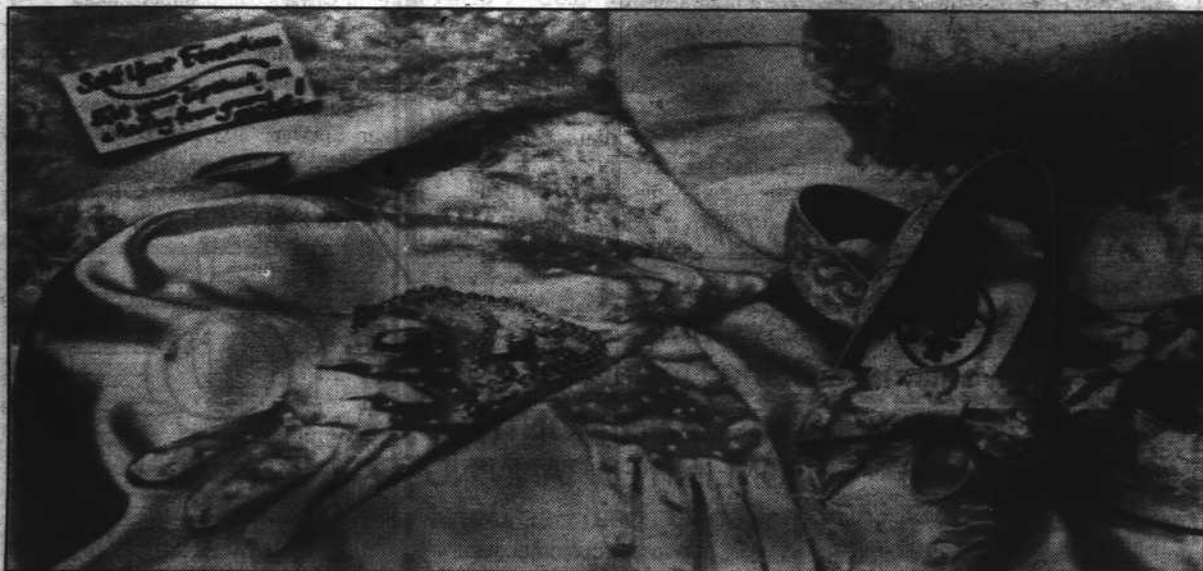
Once a customer knows what to look for in a diamond, he or she can start thinking about price.

Scott Caniglia, jewelry sales manager at Borsheim's in Omaha, said people in the diamond engagement ring industry suggest that a customer base the price of the engagement ring on two months of his salary.

But Caniglia said he and most of

the other jewelers understand it would be difficult for college students to spend that much.

"When I deal with any customer, but especially college students, I want them to spend what they are comfortable with," Caniglia said. "Certainly how much to spend is by no means written in stone. But the customer has to be comfortable buying and comfortable with what they buy."



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