



The MICHAEL B. PRINCESS COLLECTION exemplifies the art of the Micro Pavé style. Each of the Princess Rings is handmade from platinum in the MICHAEL B. design studio and is Micro Pavé set with exquisite round brilliant cut diamonds of F-G color and VVS 1 - VVS 2 clarity.

The copyrighted MICHAEL B. signature "fleur de lys" four prong basket setting is custom made for the exact specifications of your diamond of any size, shape and cut.

The center diamond can be supplied by you or purchased from a MICHAEL B. authorized retailer on the MICHAEL B. website, michaelbjewelry.com. If you do not have an authorized retailer near you, please contact us at info@michaelbjewelry.com.

THE PRINCESS RING is a perfect single row engagement ring. The band measures approximately 2.3 mm wide and the prong setting is ideal for center diamonds from 1.50 to 2.75 carats.

The PETITE PRINCESS is a slightly more delicate version of THE PRINCESS RING, measuring approximately 2.0 mm wide. This setting is ideal for center diamonds from 0.50 to 1.50 carats.

For center diamonds larger than 2.75 carats, we recommend the CLASSIC PRINCESS. The band measures approximately 2.5 mm wide and the prong setting is ideal for larger center diamonds up to 5 carats.

THE THREE SIDED PRINCESS RINGS are Micro Pavé diamond studded on all three sides of the band. These are available in two versions. The original THREE SIDED PRINCESS is ideal for center diamonds from 2.50 to 10.00 carats. The PETITE THREE SIDED PRINCESS is ideal for diamonds from 1.00 to 2.50 carats.

All engagement rings from THE PRINCESS COLLECTION feature matching wedding bands. Engagement rings, but not wedding bands, are also available in a 70% version with diamonds set around 70% of the shank. MICHAEL B. offers a pure platinum version of THE PRINCESS RING and PETITE PRINCESS both for engagement rings and the matching wedding band.

Production time to custom make the ring to the requested finger size and diamond specifications is approximately four (4) weeks from the time we receive the center diamond from the MICHAEL B. authorized retailer. The following are prices and style numbers for PRINCESS COLLECTION mountings for center diamonds under 3.00 carats and both mountings and wedding bands up to size 7.

PETITE PRINCESS RING	MB1-40-106-00	\$3,250
PETITE PRINCESS RING 70%	MB1-4X-106-00	\$2,950
PETITE PRINCESS BAND	MB1-40-106-01	\$2,950
THE PRINCESS RING	MB1-40-103-00	\$3,950
THE PRINCESS RING 70%	MB1-4X-103-00	\$3,500
THE PRINCESS BAND	MB1-40-103-01	\$3,500
PETITE 3 SIDED PRINCESS RING	MB1-40-120-00	\$7,700
PETITE 3 SIDED PRINCESS RING 70%	MB1-4X-120-00	\$6,600
PETITE 3 SIDED PRINCESS BAND	MB1-40-120-01	\$7,250
THREE SIDED PRINCESS RING	MB1-40-70-00	\$8,800
THREE SIDED PRINCESS RING 70%	MB1-4X-70-00	\$7,250
THREE SIDED PRINCESS BAND	MB1-40-70-01	\$7,700

DIAMOND PRONGS AND TIPS

All mountings from the MICHAEL B. Princess Collection are available with diamond prongs and/or tips to further encapsulate the center diamond in stunning Micro Pavé.

To order an engagement ring with diamond tips only, simply change the -00 at the end of the style number to DT and add \$330 to the price.

To order an engagement ring with diamonds on the prongs but not the tips, change the -00 to DP and add \$2,420 to the price.

To order an engagement ring with both diamond prongs and tips, change the -00 to DPT and add \$2,750 to the price.

One of our most stunning models is the Petite 3 Sided Princess with Diamond Prongs and Tips, style MB1-40-120-DPT. Starting at a base price of \$7,700 plus \$2,750 for the diamond prongs and tips, this magnificent creation can be custom made for your center diamond and finger size at a cost of \$10,450.

For women of style who also prefer the durability of pure Platinum on the bottom of their engagement ring, the Petite 3 Sided Princess with Diamond Prongs and Tips is also available in the 70% version, style MB1-4X-120-DPT starting at a base price of \$6,600 plus \$2,750 for the diamond prongs and tips, for \$9,350.

The Princess Ring, a classic single row eternity engagement ring, with Diamond Prongs and Tips, style MB1-40-103-DPT, is \$6,700 (\$3,950 base plus \$2,750 for diamond prongs and tips). Style MB1-4X-103-DPT, the 70% version, is \$6,250 (\$3,500 base plus \$2,750).

If you love diamond prongs and tips but prefer the understated elegance of pure Platinum on the entire band portion, you can order The Princess Ring Plain PT with Diamond Prongs and Tips, style MB1-4P-103-DPT, for \$5,775 (\$3,025 base plus \$2,750).

As you can see, there is a great deal of customization that goes into each of the MICHAEL B. Princess Collection engagement rings. The prongs are custom made for your center diamond and the band is custom made for your finger size.

All rings from the Princess Collection can be sized in the future up to a full size for a service charge. If you anticipate greater size changes than a full size or substantial wear and tear, we would definitely recommend the 70% version of the engagement ring.

MICHAEL B. was first to eliminate holes on the inside of the ring. When yellow gold was in fashion, holes were implemented to avoid yellowing the diamonds through reflection. Unfortunately, holes allow lotion and residue to build up, resulting in a darkening effect on the diamonds.

Because Platinum is a pure white metal, having platinum surround the bottom or pavilion portion of the diamond whitens the diamonds in the reflective process. Without holes, your diamonds stay cleaner and brighter. Some manufacturers who use a machine casting process build holes into the underside of the ring to save cost. This results not only in dirt build up but also in a loss in the structural integrity of the ring.

MICHAEL B. PLATINUM

There are a number of differences between Platinum and white gold which, once understood, explains why Platinum is such a greater value and is the metal of choice for MICHAEL B. engagement rings and wedding bands.

To begin with, Platinum is far denser—i.e., you get more physical weight of precious metal for the same mass of ring. So when you pay for white gold, and you get the same size of ring as a Platinum ring, you receive less metal weight and thus less value for your money.

When you buy Platinum jewelry, as opposed to gold jewelry, you also get a higher percentage of the precious metal you are buying (90% for MICHAEL B. .900 Platinum as opposed to 75% for 18 karat white gold), so the value of Platinum is greater on two levels, first the increased weight for the same mass and second in the higher percentage of purity of the precious metal.

Unlike Platinum, “white gold” does not exist in nature—i.e., the initial 75% precious metal component in what is referred to as “white gold” is actually yellow gold mined in nature. The remaining 25% of 18 karat “white gold” jewelry consists of white alloy or pot metal infused into the mixture in an attempt to “whiten” the underlying yellow gold.

Because white alloys cannot fully change the color of yellow gold, jewelry manufacturers working in “white gold” usually apply Rhodium plating over the surface of white gold in order to

whiten it further. This plating wears off over time, and eventually, the yellow color begins to shine through, thereby requiring plating each time the yellow hue becomes bothersome.

Platinum, on the other hand, is naturally white in nature. While Platinum is denser, stronger and more durable than gold, Platinum would be too soft in its elegantly pure form for jewelry making purposes. For this reason, 10% of Platinum jewelry consists of Iridium, another pure white metal within the Platinum family of metals, to add a sufficient level of hardness for jewelry manufacturing excellence.

So even the remaining 10% of MICHAEL B. Platinum is of a higher quality level than any of the alloys commonly mixed with yellow gold to produce "white gold."

Platinum is hypoallergenic and is safe for all skin types. White gold, on the other hand, can tarnish and cause an allergic reaction on many skin types.

White gold is harder and far more brittle than Platinum and therefore has a greater tendency to "crack" on impact. Platinum bends, thereby retaining a greater level of durability and elasticity. A Platinum band that bends can be reshaped with relative ease; a white gold band that cracks on impact will require unsightly solder to repair the damage.

White gold, as even with yellow gold, rubs off and thins out over a shorter period of time because it lacks the density of Platinum, part of the reason why 1980's tennis bracelets faded in popularity after breaking apart so quickly once the gold links began to thin out. White gold prongs that hold a center diamond have a faster rate of thinning out over time and thus expose the center diamond to greater risk of loosening or worse yet being dislodged on impact. Platinum prongs are denser and far more secure.

The annual supply of Platinum is only about 130 tons, or about six percent (6%) by weight of the annual mine production of gold, and less than one percent (1%) of the annual mine production of silver.

Thus, on an annual basis, Platinum is nearly 17 times more rare than gold and 100 times more rare than silver. Compound this multiple on an annual basis over an extended period of time, and you will see that Platinum as a resource is hundreds and even thousands of times rarer than all other so-called "precious" metals.

In fact, according to Platinum Guild International, Platinum is so rare that all the Platinum ever mined throughout history would fill a basement of less than 25 cubic feet!

Eighty percent (80%) of the entire world's Platinum supply comes from just three mines located in South Africa. These are the Rustenburg mine, the Impala mine, and the Lonrho mine.

The Norlisk mine in the Siberian region of the Russian Federation produces most of the remaining Platinum outside South Africa, approximately 10% of the world's supply. An additional 3% is produced by the Stillwater mine in Montana.

Adding to the scarcity of Platinum, approximately fifty percent (50%) of this precious resource is needed for industrial purposes because of the unique properties of the underlying metal. Once used for industry, this Platinum is destroyed and unavailable for further use.

Because of its underpinning of many global currencies, markets and hedge funds, gold's market price fluctuates over time based on economic factors, including inflation, monetary expansion, and speculation.

Although gold remains in the midst of another bull market last seen in the 1930's and 1970's, as with previous runs, the current gold market bubble will burst, and when it does, the price of gold will fall because supplies will eventually outstrip demand.

Platinum's value, by contrast, has risen steadily independent of economic factors because of its intrinsic quality and extraordinary scarcity that will continue to push demand far in excess of supply for the foreseeable future.

While white gold is flashy, the rich luster of platinum exudes understated elegance. So whether you wear jeans or a cocktail dress, your MICHAEL B. Platinum will look spectacular without overpowering your wardrobe.

Because of its durability, Platinum can be passed on for generations. And in the case of Michael B. Platinum, you acquire fine art in three dimensional form that is sure to increase in value decades and even centuries beyond the extraordinary life of this unique, flamboyant and gifted designer.

MICHAEL B. DIAMONDS

MICHAEL B. uses only the finest diamonds available for micro pavé work. Mined in Russia, evenly calibrated and scrupulously hand cut to perfection, MICHAEL B. diamonds have always been conflict free in full compliance with United Nations standards. In fact, MICHAEL B.'s diamond supplier initiated the movement against the sale of conflict diamonds. The color grade used for MICHAEL B. micro pavé work is F-G, the highest color grade available for such diamonds, and the clarity level is VVS 1 to VVS 2, again the highest clarity grade available for such diamonds. By using the finest diamonds in the world, MICHAEL B. ensures the highest level of brilliance and stunning beauty that can be achieved.

LIMITED WARRANTY

MICHAEL B. jewelry represents the finest level of handmade craftsmanship using only the world's best materials and jewelers. Any defect in materials or craftsmanship should be brought to the attention of your MICHAEL B. authorized retailer immediately and no later than 90 days from the date of purchase. All defects shall be corrected free of charge for the first 90 days. In addition, all micro pave set m^êlée diamonds that fall out within one year of purchase without substantial impact shall be replaced free of charge. After the 90 day and one year warranty periods, MICHAEL B. will repair jewelry and replace any loose or missing diamonds for a service charge through a MICHAEL B. authorized retailer. The 90 day and 1 year periods automatically renew upon completion of MICHAEL B. repair service.

JEWELRY CARE INSTRUCTIONS

Cleaning should be done by an authorized MICHAEL B. retailer. If you must clean jewelry, use a mild organic dish soap under hot water with a closed drain and with jewelry placed into a fine sifter over a bowl. Unless your jewelry accumulates substantial residue, try to limit or avoid ultrasonic cleaners, as they can loosen diamonds through an electromagnetic charge, a detriment that can offset the benefit of dirt removal in some cases. As authorized retailer can, upon request, steam clean the jewelry without exposing it to an ultrasonic machine. Jewelry should be removed before applying lotion or showering with chemicals. Use fingertips on all ring fingers and be careful of desk tops, door knobs, steering wheels and other hard objects.

REFURBISHING

While necklaces, bracelets and earrings should last a lifetime without the need for significant refurbishing, engagement rings and wedding bands worn daily on active hands are subjected to substantial wear and tear.

As a result, even the world's densest precious metal—platinum—and the world's hardest material—diamonds—can wear down and even break over time with repeated use. Just as the finest automobiles retain their beauty and value longer with proper care and maintenance, rings are no different.

MICHAEL B. recommends that engagement rings and wedding bands be taken to an authorized MICHAEL B. retailer for inspection and refurbishing every three to five years depending on the amount of wear and tear. For a service charge estimated for your approval upon inspection by MICHAEL B., any loose, crushed, broken or missing diamonds will be replaced by a certified MICHAEL B. diamond setter; all Platinum beads covering micro pavé work will be restored using a laser machine; all diamond settings will be checked and tightened where necessary; all abrasions will be polished; the ring will be plated with a high quality rhodium finish to further protect the Platinum work; and any sizing work, sizing beads, knuckle springs, and sizing plates will be completed to perfection.