

REGENCY DIAMONDS

36 W. 47th St., nr. Fifth Ave., Ste. 706

212-398-1885

regencydiamondsinc.com

By appointment only

This third-generation diamond-district jeweler buys rough-cut diamonds directly from overseas, taking out the middleman to help save on price. Cutters polish the diamonds in the store's cutting room, and jewelers let you design your own engagement rings and wedding bands. They'll even show you how diamonds go from rough to bling. Engagement rings start at \$1,000, simple gold wedding bands at \$50.