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### Comprehensive BOM Analysis

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## The Top Valentine's Day Engagement Ring and Wedding Band Sales of 2024

These heart-eye-worthy Valentine's Day engagement ring sales are going to make you the best Valentine they ever had.



Anna Delores Photography



by Lauren Whalley · Updated Jan 31, 2024

We have included third party products to help you navigate and enjoy life's biggest moments. Purchases made through links on this page may earn us a commission.

Love isn't the only thing in the air; so are the Valentine's Day engagement ring sale opportunities. Wednesday, February 14, 2024, is the perfect time to pop the question, and whether your partner is a jewelry minimalist or loves a chunky stacked ring — this is the best time to get your splurge-worthy purchase for less. Even if you're on the hunt for your wedding bands or other bridal jewelry, you can still take advantage of some of these Valentine's engagement ring sales from some of the industry's top jewelers.

Online engagement ring sales aren't entirely uncommon. Throughout the year, brands offer occasional savings on proposal pieces and wedding jewelry to let you save big on sentimental sparklers. After all, an engagement ring is a sizable purchase. The Knot 2023 Jewelry and Engagement Study found that the average cost of an engagement ring is about \$5,500. Our studies have also found that nearly 20% of all proposals happen between November and February, hence why we dubbed this time of year "proposal season." Since Valentine's Day emotions might indicate that you're ready to propose, this is your chance to source a ring and score a rare deal at the same time.



Katie McGee Photography

### 2024 Valentine's Day Engagement Ring Sales

Valentine's Day is all about falling in love, but you've already done that, so now it's time to get all the heart eyes for that perfect Valentine's Day engagement ring or wedding band. These rare engagement ring and jewelry deals are guaranteed to give you all the heart-eyes.

#### With Clarity Valentine's Day Sale



Wear your heart on your sleeve (or ring finger) with our exclusive deal from With Clarity: **get \$100 off purchases worth \$1,000 and above using the code TIETHEKNOT.** The best part? You can use this with their free gift promotion, i.e., you can get \$100 off plus a free pair of studs when they purchase something worth \$1000 and above. That's not all; you can also get:

- Up to 25% off all lab diamonds.
- 15% off Select Natural Diamonds.

[Shop With Clarity](#)

### Verlas Valentine's Day Sale

Here is a can't-miss Valentine's Day engagement ring sale: **Take 15% off purchases of \$500 or more with our exclusive code Knot15.** Verlas carries some of the most beautiful and romantic jewelry, so you'll want to take advantage of this stellar deal.

[Shop Verlas](#)

### AuRate Valentine's Day Sale

Starting now through February 29, sustainable fine jewelry brand Aurate has a remarkable Valentine's Day offering just for readers of The Knot. **Take 30% off sitewide (excluding sets and engagement rings) with the code 30KNOT.** If you're looking for an engagement ring specifically, AuRate is still giving a general 25% off sitewide, which includes their engagement ring and fine jewelry collections.

[Shop AuRate](#)

### Noémie Valentine's Day Sale

Surprise! Fine jewelry brand Noémie is offering **10% off sitewide with our exclusive code, TheKnot10.** Plus, get a gift with purchases of over \$2,000. Shoppers will receive a free Rose Diamond Medallion with their purchase (and who doesn't love free stuff?).

### Plum Diamonds

You don't want to pass on Plum Diamond's Valentine's Day engagement ring and jewelry sale for 2024. **Take advantage of \$200 off orders of \$990+ with code KNOTXO.** This one is exclusively for The Knot readers from now until February 29.

[Shop Plum Diamonds](#)

### James Allen Valentine's Day Sale

If you're in need of a sparkler that'll wow big time, check out the James Allen Valentine's Day sale. Shoppers can take 50% off engagement ring settings and 25% off sitewide in honor of Valentine's Day. That means you can save big on more than just rings, but flirty pieces like these [14K Yellow Gold Open Heart Stud Earrings](#) or this [14K Yellow Gold Love Knot Bolo Bracelet](#). 25% off sitewide does not include loose diamonds, gemstones, designer collections, and pre-set natural diamond studs and pendants.

[Shop James Allen](#)

### Blue Nile Valentine's Day Sale

Blue Nile's Valentine's Day Sale will definitely have the perfect gift for your partner this year, with up to 50% off jewelry. You don't want to miss out on deals on gorgeous stud earrings, tennis bracelets, pendant necklaces, eternity bands and more.

[Shop Blue Nile](#)

### Ritani Valentine's Day Sale

With so many Valentine's engagement rings and jewelry, you can't miss out on Ritani's offerings this year. For your convenience, we've made a bulleted list with all of the V-Day sales codes you need to shop now through February 16. You're welcome!

- Save 50% off diamond tennis bracelets with the code LOVE50
- Save 50% off eternity rings with code LOVE50
- 30% off Men's and Women's Wedding Bands with code VDAY30
- Save 10% off loose lab diamonds with the code LAB10
- Save 10% off natural diamonds with the code SAVE2
- 40% off Jewelry with code RTJWLRY40
- 20% off Present Diamond Jewelry with code VDAY2

[Shop Ritani](#)

### Kay Valentine's Day Sale

You don't want to pass on Kay's Valentine's Day sale for 2024. You can save 30-40% off from February 2-4 with early access, and then from February 8-14, everyone will be able to access 30-40% off the entire site. Don't forget to browse the jeweler's wide variety of rings, gift sets, heart pieces and more.

[Shop Kay Jewelers](#)

### Charles & Colvard Valentine's Day Sale

Interested in browsing lab-grown diamonds or moissanite gems for your partner's engagement ring? We recommend starting your search with online retailer Charles & Colvard, where you'll receive 30% off sitewide. Oh, and you can also get 25% off

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moissanite stones and 20% off lab-grown diamonds (including loose stones and excludes signature stones) now through February 15 – so shop 'til you drop:

[Shop Charles & Colvard](#)

### Zales Valentine's Day Sale

Zales is also here to give you all the heart eyes with plenty of deals and specials for you to love starting now through Valentine's Day:

- January 25–February 19: Up to 60% off the sweetest deals!
- February 2–5: Valentine's Day Preferred Guest Savings Event: 40% off Select Gold Jewelry, 35% off Select Fashion and 30% off Engagement and Wedding Rings
- February 8–14: 0% off Select Gold Jewelry, 35% off Select Fashion and 30% off Engagement and Wedding Rings

[Shop Zales](#)

### Rocksbox Valentine's Day Sale

Why have a gift that only gives itself once? Rocksbox is the ultimate jewelry subscription service that let's you rent different pieces of gorgeous jewelry each month to keep a rotational arsenal of pieces. Subscribers can get their first month free with the code LOVE24. This is the perfect time to take them up on this deal, as their new Hearts collection is available now.

[Shop Rocksbox](#)

### Jared Valentine's Day Sale

Jared sells a gorgeous selection of wedding bands and engagement rings in every shape and style. For their Valentine's Day promotion, save 20% off sitewide until January 18 so you can say yes, they *did* go to Jared.

[Shop Jared](#)

### JAXXON Valentine's Day Sale

JAXXON is a leader in affordable men's jewelry and sells men's wedding bands in gold, silver and black. For their Valentine's Day jewelry sale on chains, bracelets, rings, pendants, earrings and more, take 30% off sitewide. Plus, proclaim your love with free engraving for a limited time only.

[Shop JAXXON](#)

### RING BEAR Valentine's Day Sale

If you're looking for ethically made men's wedding bands and engagement rings, RING BEAR should be on your radar. The jeweler is offering 10% off sitewide when you use the code "TheKnot10off." This offer is active now through February 28th, so get started browsing your favorites!

[Shop RING BEAR](#)

### Gage Diamonds Valentine's Day Sale

Those planning to propose at some point this year will want to check out Gage Diamond's engagement ring Valentine's sale. From now until February 14, receive 20% off all ready-to-ship engagement rings, wedding bands, fine jewelry and watches with the code XOXO.

[Shop Gage Diamonds](#)

### Diamond Drunk Valentine's Day Sale

Diamond Drunk has become one of my favorite ways to clean my engagement ring (not to mention it looks super stylish on my bathroom counter!) From now until February 4, you can buy one of their Valentine's Day starter collections in a color of your choice for yourself plus your Cloud Cashmere Cloth and receive a free Alchemist Rose diamond detox concentrate.

[Shop Diamond Drunk](#)

### Frank Darling Valentine's Day Sale

With Frank Darling's Valentine's Day jewelry sale, you'll get a free pair of studs with your Valentine's Day purchase of \$2000+ with code STUDS22 through January 23. Plus, they have a gorgeous collection of earrings, necklaces and tennis bracelets that will give you all the heart eyes.

[Shop Frank Darling](#)

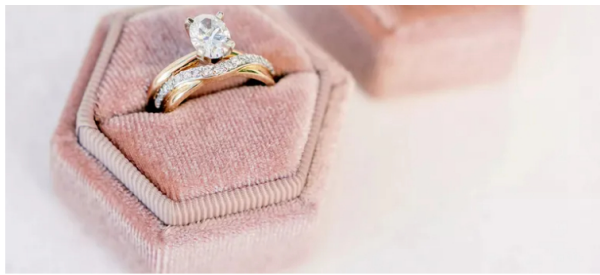
### Shopping Tips for Valentine's Engagement Ring Sales



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*Lovisa Photo*

If you're apprehensive about shopping for Valentine's Day engagement ring sales online, you'll be pleased to know that it's becoming increasingly common. In fact, plenty of online retailers have developed technology to make [the digital shopping experience](#) as simple (and stress-free) as possible. With tools like 360-degree magnified photography and unlimited chat access to diamond experts, you can view any ring from all angles and get professional help along the way.

### Check Delivery Dates for Valentine's Day Engagement Ring Sales

When it comes to Valentine's Day sales on engagement rings, it's important to note that your purchase might not arrive in time for a Valentine's Day proposal (unless explicitly stated on the brand's website). Some retailers may offer express shipping as a Valentine's Day jewelry sale perk, which is great! But know that some of these sales are in celebration of the holiday and we can't guarantee that your proposal piece will arrive by February 14th (especially if you're opting for customized details). Make sure to read the terms of the sale before buying, so you know what to expect.

### Research and Planning are Key

In order to capitalize on a Valentine's Day sale on engagement rings and wedding bands, first set your budget. Then, read up on diamonds and the 4C's to ensure you know what [cut, clarity, color and carat](#) weight you want. If you're buying an alternative engagement ring, like a [colored gemstone](#) or a [lab-grown diamond](#), make sure to do your research so you know what to look for. Once you know exactly what you want, head to one of the online retailers below to shop their Valentine's Day engagement ring and jewelry sales.



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**The Top Engagement Ring Trends of 2025**

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Spice things up with these steamy flicks.

Updated Oct 14, 2024

### 84 of The Best Karaoke Songs Of All Time

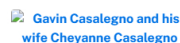
From classic rock to bumpin' new pop songs, here's a curated list of crowd-pleasers.

Updated Mar 06, 2025

### 120 Taylor Swift Lyrics For All Your Instagram Captions

"I'd marry you with paper rings."

Updated Apr 22, 2024

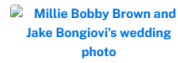


### Look Back on Gavin Casalegno's Wedding Hard-Launch

The couple announced their surprise wedding on November 12, 2024.

The couple announced their surprise wedding on November 14, 2024.

Updated Jul 03, 2025

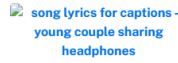


**Millie Bobby Brown and Jake Bongiovi's wedding photo**

### Look Back on Millie Bobby Brown's Wedding Photos

Plus, relive the sweetest details from their love story.

Updated Mar 17, 2025

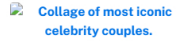


**song lyrics for captions - young couple sharing headphones**

### 125 Song Lyrics for Your Instagram Captions

From iconic love songs to trendy pop anthems, we've curated lyrics you'll love.

Updated Mar 13, 2025



**Collage of most iconic celebrity couples.**

### The 50 Most Iconic Famous Couples Of All Time

These dazzling duos are the definition of relationship goals.

Updated Jan 21, 2025

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The college sweethearts have been together since 2021.

Updated Jul 02, 2025



### Taylor Swift & Travis Kelce Are Engaged!

"Your English teacher and your gym teacher are getting married," they shared in a joint Instagram post on August 26.

Updated Aug 26, 2025

### 65 Duet Karaoke Songs to Sing With Your Partner

Songs for all kinds of vocal ranges and styles.

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