

## What's Jewelers' Role in Millennials' Different Way of Proposal

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Edited by JMA (Source: JCK Online.com)

Millennials like to use social media to draw attention on their proposals and share this precious moment with others, leading to more dramatic and camera-ready engagements. Jewelers may think of engaging in the proposal beyond the ring sale, and become part of the couple's story.

No wonder Diamond Producers Association recently shared "The Millennial Marriage Proposal" video.

