

# Union & Bond



Union & Bond is more than a new bridal line—its streamlined platform empowers retailers with the tools they need right now, from live pricing to 3-day delivery. President Bryan Cohen tells TJB how real-time jewelry customization is here.

A NEW PLAYER has entered the bridal jewelry space—one with the potential to significantly streamline and modernize the way retailers design and sell engagement rings. Union & Bond, co-founded by industry veterans Bryan Cohen (of Timeless Fine Jewelry) and AJ Tosyali (of Benchmark Rings), is offering a manufacturing model paired with a cutting-edge digital platform, allowing retailers to create custom rings with real-time pricing.

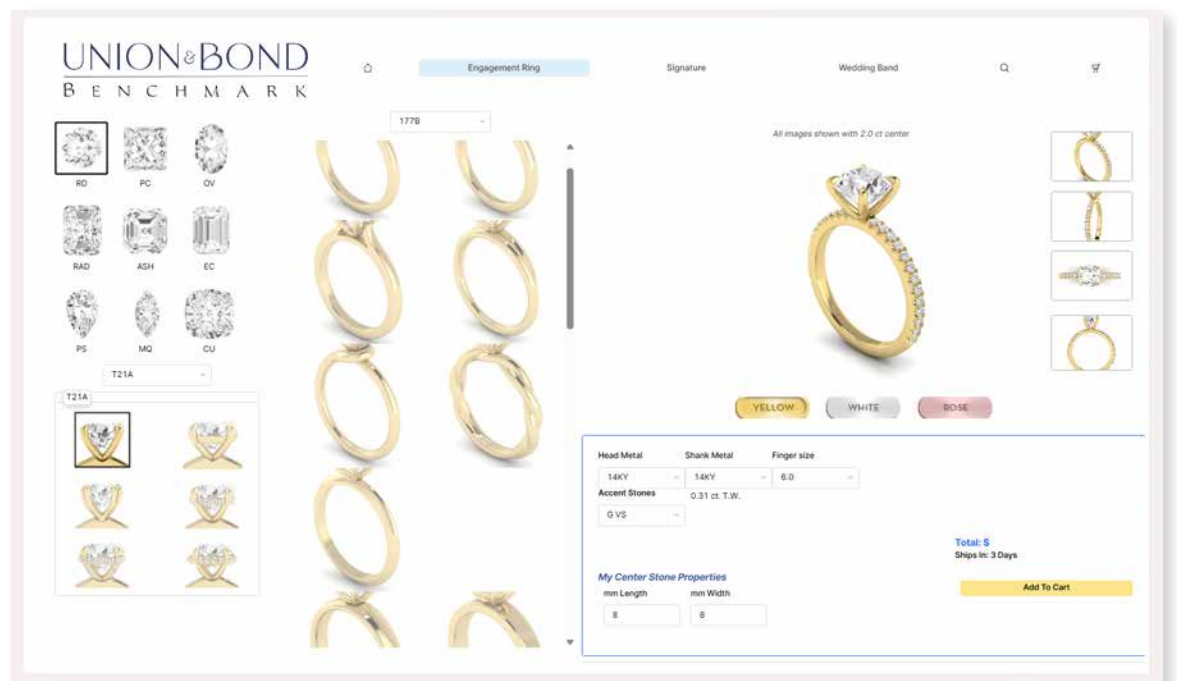
With a combined 30+ years in the bridal sector, the founders of Union & Bond are taking aim at the bottlenecks and inefficiencies that have long defined custom engagement ring orders. Their solution? A hybrid model that empowers retailers both online and in-store—delivering speed, flexibility, and control without sacrificing quality.

Manufacturing is done in the U.S., ensuring consistent quality control and rapid fulfillment. Orders can ship in as little as three business days—a major differentiator in a category where weeks-long lead times are not unusual.

At the heart of the brand is a web-based ring builder designed specifically for retail jewelers. The platform allows users to mix and match ring components—including heads, shanks, metals, accent stones, and center diamond shapes—in real time. What sets it apart is the live pricing engine, which adjusts instantly based on the retailer's pre-set markup.

The pricing also reflects the center stone specifications entered by the retailer—ensuring accurate quotes based on the stone that will be set. Retailers can choose to have mountings shipped unset or send in their customer's center stone for Union & Bond to professionally set in-house. Engraving options are also available at no additional cost, allowing for deeper personalization.





To support the digital tool, Union & Bond has created a comprehensive display system that showcases 26 shank and head combinations, available in a variety of high-quality handset alloy samples. This allows customers to physically interact with the ring styles—an increasingly rare advantage in a world leaning toward digital-only. What's more, retailers can bring this presentation into their store without a high upfront inventory investment.

With this level of speed, clarity, and interactivity, retailers are now equipped to compete directly with online bridal platforms—offering the same convenience and customization, but with the added value of in-person service, tactile displays, and expert guidance. By removing the delays of vendor quotes and enabling confident, on-the-spot decision-making, Union & Bond gives brick-and-mortar jewelers the tools to thrive in an increasingly digital market.

“This isn’t just a faster production model—it’s a complete rethinking of how retail jewelers approach customization,” says Bryan Cohen, Union & Bond’s President. “We’re giving our partners tools to close more sales, increase customer satisfaction, and take full ownership of the process from start to finish.”

To learn more or open a wholesale account, contact Union & Bond:

**(332) 287-9300**

**cs@unionandbond.com**



get to know more at

unionandbond.com