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Ring in gay pride

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Though the future of gay marriage may be up to the courts, one straight jewelry designer has created a line of wedding and engagement rings especially for same-sex couples. **Udi Behr**, who sells his wares to Saks Fifth Avenue and has adorned **Sharon Stone, Britney Spears, Paula Abdul** and **Ludacris**, will debut his Love & Pride line on Thursday at a special event at St. Bartholomew's Church.

When retailers such as Saks showed resistance to carrying his latest creations, Mr. Behr and his backers created a Web site, www.loveandpride.com, to market directly to the consumer. Return on a \$2.5 million investment could reach \$10 million to \$15 million in the first year, says Mr. Behr.

The pieces, some decked with diamond-crusted male or female symbols, will sell for an average of \$750 per wedding band and \$3,000 per engagement ring. Mr. Behr says that gays, whose spending power will reach \$610 billion

in 2005, according to Queery.com, should have equal rights. "It's hard for me to believe we can ignore the subject, and the disposable income," says the married father of two.