the question

What is the ruling on selling gold rings that are designed to be worn by men, if the seller is certain that the buyer will wear it?

Summary of answer

It is not permissible for a goldsmith to make gold rings to be worn by men. Selling gold rings to men is prohibited if the seller knows that the buyer is going to wear it or he thinks it most likely that he will wear it.

Detailed answer

Praise be to Allah.

Selling gold rings to men is prohibited if the seller knows that the buyer is going to wear it or he thinks it most likely that he will wear it, because gold is forbidden to the males of this Ummah.

So if the seller knows or thinks it most likely that the buyer will wear it, then he is helping in sin, and Allah has forbidden us to help one another in sin and transgression, as He says (interpretation of the meaning):

"Help you one another in righteousness and piety; but do not help one another in sin and transgression." [Al-Ma'idah 5:2]

It is not permissible for a goldsmith to make gold rings to be worn by men.

For more details, please see the following answers: 148476, 68039, 13733, 2037, and 3662.

And Allah knows best.