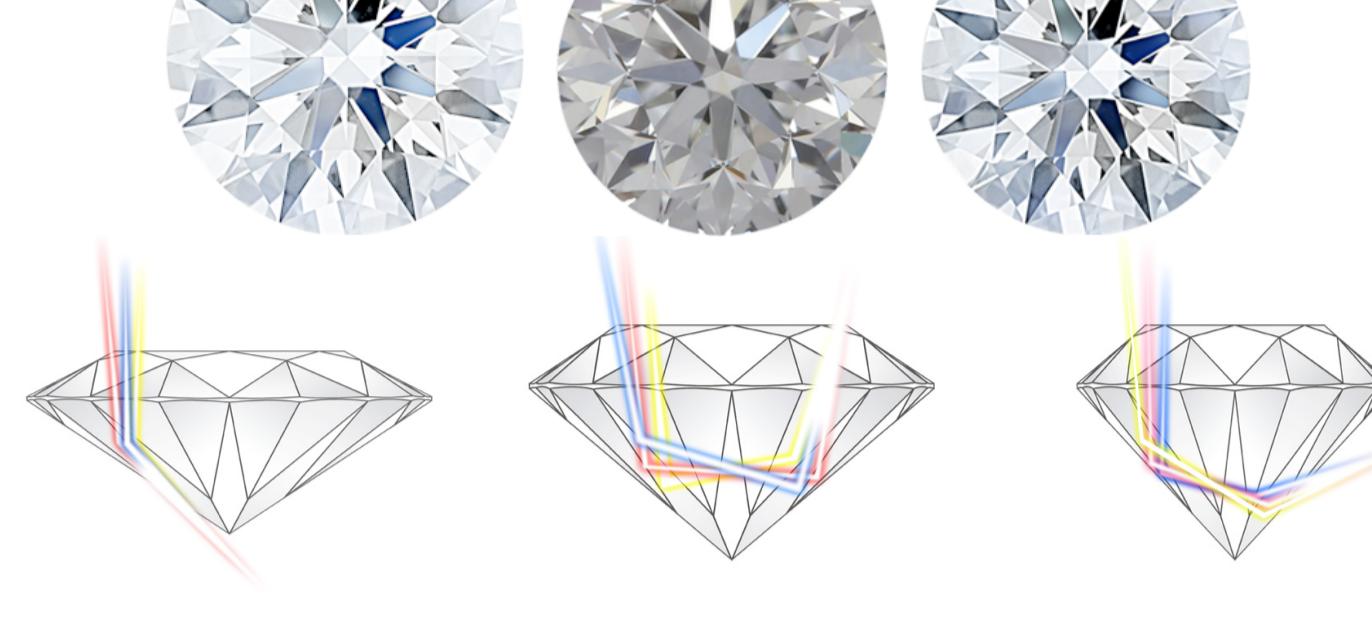


THE 4 C's DIAMOND QUALITY & HOW TO BUY A DIAMOND

CUT

A diamond's fire and sparkle that give it life are maximized with great cut allowing light to refract from one facet to another then dispersed back through the top of the diamond in a burst of color and brightness. When poorly cut, precious light escapes through the bottom facets. There are millions of cutting combinations that will maximize the beauty of countless types of rough diamond crystals. And millions more will ruin the diamond's potential beauty in an attempt to make the diamond weigh more so that it can be sold as a "bigger" diamond (weighing more, but visually not as big). Comparing two diamonds with the same carat weight, the artistically cut diamond will have BOTH superior beauty and larger visual size than the standard cut diamond which was cut just to weigh more for advertising purposes.



Shallow Proportions

Proper Proportions

Deep Proportions

COLOR



Color is the natural body color visible in a diamond, and is determined completely by nature ranging from colorless to yellow. Basically, the less color, the more rare and higher the price (except for natural fancy colors, like pink or intense yellow diamonds). Color is expressed in a single letter. The highest diamond color available on the market is "D"; the diamond color you choose is what you personally prefer.

CLARITY

Clarity is an indication of a diamond's purity. When a rough stone is extracted deep beneath the earth, tiny traces of natural elements are almost always trapped inside. These "inclusions", are sometimes referred to as "birthmarks" because they are formed naturally and are unique to each diamond. Skilled diamond artisans (diamantaires) painstakingly examine each rough stone to determine how to cut it in order to eliminate or reduce inclusions and flaws. Their goal is to craft a diamond of the highest clarity possible. The fewer, smaller, and less noticeable the inclusions, the more rare and higher the price of the diamond.



Flawless and internally flawless

VVS1 and VVS2

VS1 and VS2

SI1 and SI2

I1, I2, I3



.70, .50, .30, .25

5.8 mm, 5.2 mm, 4.5 mm, 4.1 mm

CARAT WEIGHT

The weight of a diamond is expressed in carats. In most cases when holding other factors constant, the higher the carat weight category, the greater the per-carat price of the diamond. A carat is a unit of weight equaling 1/5 of a gram. Diamond weight is subdivided further into smaller units commonly referred to as points. A point is equal to .01 carat. A one carat diamond is made up of 100 points.



SHOP ENGAGEMENT

SHOP ETERNITY



SHOP JEWELRY



DIAMOND SHAPES

Diamonds come in all different shapes and sizes. To the left you can see the different common shapes they come in. To learn more about different diamond shapes click on the picture to take you to our diamond terminology page.