

Diamond Buying Guide



A Little Mystery

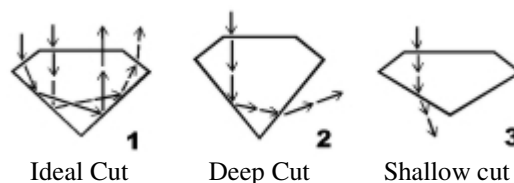
Diamonds hold an exceptional place in history. Throughout the ages they have been revered by many different cultures and some believed them to hold magical powers. The Greeks believed them to be splinters of stars fallen to Earth, where as the Hindus believed that diamonds were the result of lightning striking rocks. Diamonds have always been held dear to our hearts and it has been suggested Cupids' arrows were tipped with diamonds. Even in today's modern world diamonds are regarded as exquisite, rare, timeless gifts. Desired by women and men around the world.

Choosing a Diamond that's right for you, can be a difficult choice and maybe one of the biggest decisions you will make. The Diamond Guide will lead you through the Four Cs. Cut, Colour, Clarity and Carat Weight of a Diamond to give you the knowledge to make an informed choice.

CUT

The cut of a Diamond is not to be confused with a Diamond's shape. Of all the 4Cs, cut is the most directly influenced by man. Colour, clarity and carat weight are determined by nature. The way a diamond is cut has a direct effect on its fire and sparkle, a polisher's skill is what releases a Diamond's beauty.

How a Diamond handles light.

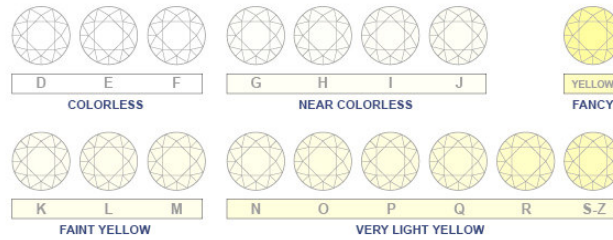


When cut to the right proportion a Diamond makes the best use of light.

- 1) Ideal Cut- The light is reflected from one facet to another and then dispersed through the crown or the top of the stone giving maximum fire and sparkle.
- 2) Deep Cut- If the cut of the stone is too deep some of the light escapes through the opposite side of the pavilion or bottom of the stone.
- 3) Shallow Cut- A Diamond cut too shallow will allow light to escape through the pavilion or bottom of the stone before it can be reflected.

COLOUR

Diamonds come in a range of colours from colourless to yellow or brown hues. Highly prized diamonds are those that are regarded as colourless. Over many years the Jewellery Industry has describe a diamonds colour in many ways these practices were not always clear and could easy lead to confusion. The GIA (Gemological Institute of America.) came up with an international scale for measuring a diamonds colour. Starting from 'D' being colourless and further down the scale the tinge of yellow becomes more distinctive through to 'Z'



Fancy colour Diamonds.

Diamonds that have a strong colour are known as fancy colour diamonds and are greatly valued. These beautiful and exceptional diamonds come in an array of different colours. Yellow, Blue, Green, Pink, Red & Oranges.

CLARITY

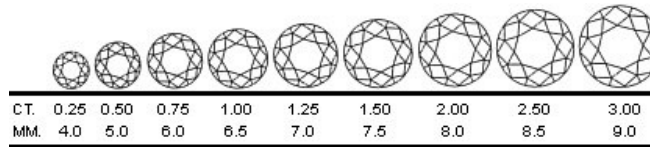
Almost all Diamonds have internal characteristics. Most of these are not discernible to the naked eye and require magnification to become apparent. They are nature's fingerprint and make each diamond unique. However the fewer there are, the rarer the stone is and the more desirable it becomes.

GIA	FL - IF	VVS 1	VVS 2	VS 1	VS 2	SI 1	SI 2	I 1	I 2	I 3
clarity grading scale	Internally Flawless	Very Very Slight inclusions	Very Slight inclusions	Slight inclusions	Imperfect					

It is the international standard to grade Diamonds clarity with a 10 x magnification

Carat Weight

As with all precious stones, the weight of a Diamond is expressed in carats. The word carat originated in a natural unit of weight: the seeds of the carob tree. Diamonds were traditionally weighed against these seeds until the system was standardised and one carat was fixed at 0.2grams (one fifth of a gram).



One carat is divided into 100 'points' so a Diamond of 25 points is described as quarter of a carat or 0.25 carats.

All our Diamonds are conflict free (see our Diamond policy)