

## CUT

Nature determines so much about a diamond, but it takes a master cutter to reveal the stone's true brilliance, fire and ultimate beauty.

Regardless of size or shape, a well-cut diamond will reflect light within itself, from one mirror-like facet to another. The light then disperses through the top of the stone, bringing out its fiery scintillation. If a diamond is cut too deep or too shallow, light will be lost through the side or bottom. This reduces its brilliance and, ultimately, its value.



Well Cut



Top Deep

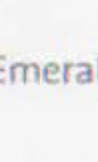


Too Shallow

The cut of a diamond can also affect its visual size.

Two diamonds with the same carat weight can appear to be different sizes depending on the shallowness or shape of its cut.

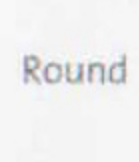
Cut also refers to shape. Round, square, pear or heart-shaped are some of the most familiar, but advancing technology continues to offer a larger variety of shapes and cuts to choose from.



Emerald



Heart



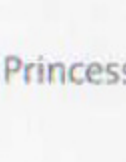
Round



Oval



Pear



Princess



Marquise

### WHAT TO LOOK FOR

- When choosing a diamond, hold it up to the light. See how the light dances around – it should throw out a rainbow of colours and display the diamond's natural brilliance.
- Ask your jeweller to show you all the cuts and shapes.
- Be sure to try on a good selection to find the perfect one for you.

## CARAT

Carat is often mistakenly used to refer to a diamond's size, but it is actually a measure of weight. One carat (equivalent to 200 milligrams) can be divided into 100 'points'.

A 0.75 carat diamond may also be described as a 75-point or 3/4 carat diamond.

Larger diamonds are found less frequently in nature, so they can command a significantly higher price. For instance, a one carat diamond will cost more than two 1/2 carat diamonds of equal colour, clarity and cut.

However, your diamond is not valued by carat weight alone. Two diamonds of equal carat weight can have very different values, depending on cut, clarity and colour. Furthermore, a smaller but perfectly cut diamond of whiter colour and flawless clarity can be more valuable than a larger stone that is less white and with more inclusions.

Whatever its carat weight, you should choose the diamond which suits you and your budget, the occasion and the design you like best.

### WHAT TO LOOK FOR

- A diamond can appear larger (or smaller) than its actual weight, depending on its cut. Your diamond may actually have a higher carat weight than a bigger-looking stone with a shallower cut.
- Look at different designs and mountings as they can affect the appearance of the size of the diamond.



0.25 CT



0.33 CT



0.50 CT



0.60 CT



0.75 CT



1 CT



1.25 CTs



1.5 CTs

## COLOUR

Diamonds are found in almost every colour of the rainbow, but white-coloured diamonds remain the most popular.

There are more than 20 subtle grades of colour, identified in alphabetical order from D-Z. Variations are so slight that colours must be graded by an expert under controlled lighting conditions and compared against a master set for accuracy. Those at the upper end of the scale will be more expensive, as they are more rare, however, they are difficult to discern with the naked eye.

G.I.A.

C.I.B.J.O.



D-E

Exceptional White



F-G

Rare White



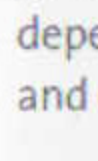
H

White



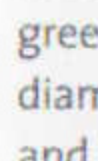
I-J

Slightly Tinted White



K-L

Tinted White



M-Z

Tinted Colour

As with the other Cs, the value of a diamond can vary depending on colour. Two diamonds with the same clarity and carat can vary in price depending on colour.

Nature has also created diamonds in intense shades of blue, green, yellow, orange, pink or – rarest of all – red. These diamonds are called 'coloured fancies' and are extremely rare and highly treasured.

### WHAT TO LOOK FOR

- When buying a diamond, consider the setting and the metal, as it can be used to accentuate or de-emphasise the colour.
- Be sure to try on the diamond jewellery as the colour may look different when worn on the body.
- If purchasing a loose diamond, place the diamond on the top of your hand and compare it with a similar stone mounted in jewellery.

## CLARITY

Every diamond is unique. Nature ensures that each diamond is as individual as the person who wears it. Naturally-occurring features – known as inclusions – provide a special fingerprint within the stone. Usually invisible to the naked eye, these tiny marks are minerals or fractures which appeared while the diamonds were forming in the earth.

The number, type, colour, size and position of these inclusions can affect the value of a diamond. However, many can only be seen by experts using a 10-power magnification loupe. Even with the loupe, the tiniest inclusions can be very difficult to find.



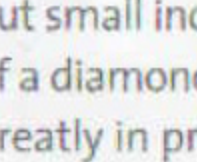
Fl/IF  
(flawless/internally  
flawless)



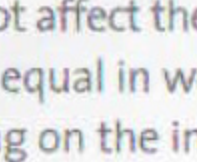
VVS1-VVS2  
(very, very small  
inclusions)



VS1-VS2  
(very, small  
inclusions)



S11-S12  
(slight inclusions)



I1 I2 I3  
(inclusions visible to  
the naked eye)

Flawless diamonds are more rare and thus, more expensive, but small inclusions do not affect the beauty or the brilliance of a diamond. Diamonds equal in weight and colour will vary greatly in price depending on the inclusion(s), however, the difficulty in their being seen by the naked eye should be taken into consideration when purchasing.

### WHAT TO LOOK FOR

- View and try on all ranges of clarity. Some inclusions can be hidden by a mounting and do not detract from the diamond's beauty. Compare them to see if they affect the refraction of light – you will most likely find them equally brilliant.
- If the diamond comes with a certificate, look to see where and how many inclusions exist.