

## Diamond Quality Reference Basic 4C's



At Diamond Design Co., we value education and quality above all else. We know that educated purchases lead to satisfied clients. We take this responsibility very seriously.

To buy and sell something so rare and precious, unbiased and precise standards of comparison are necessary. When shopping for a diamond a consumer must, at a minimum, become acquainted with the industry standard 4C's.

### Color

Color quality is critical because usually the more colorless the diamond, the greater its rarity and value. A single increase in color grade can boost a diamond's value by thousands of dollars, depending on the stone's size.

**D-E-F: Colorless.** This is the colorless diamond group. They are common enough to be found in any store, but still command the highest prices. D and E show virtually no color. F starts to show the very slightest of color and is the transitional color to the next group.

**G-H-I: Near Colorless.** This is the near colorless group. If you are looking for value when you shop, ask to see stones from this group. These diamonds begin to exhibit a very light shade of color, but it is hard to detect in mounted stones.

Diamond Design Co. does not work with stones beyond the near colorless group.



A "carat" is the gemologist's standard measure of a diamond's weight.

### Carat

It is important to note that size alone is almost meaningless unless you consider cut, clarity and color. A large stone holds little value if it lacks brilliance, purity and high-grade color. However, size does increase the value of a good quality diamond for the simple reason that large stones are rarer than small ones

**PRICE PER CARAT:** Multiply the price per carat dollar amount by the diamond's weight for the total and final cost:

**Weight x Price per Carat = Total Price**

When comparing diamond prices, always convert to price per carat.

The common scale used is based on 10-power magnification (hand held loupe or microscope). This means that for all practical purposes, any imperfection that is too small to be seen with x10 magnification does not "exist" when grading a diamond. The purer a diamond, the greater its value.

### Clarity

REQUIRES A 10 X LOUPE TO SEE INCLUSIONS						INCLUSIONS CAN BE SEEN WITH A LOUPE OR EYE			INCLUSIONS CAN BE SEEN WITH THE NAKED EYE			
FLAWLESS	VERY MINUTE FLAWS		VERY SMALL FLAWS		SMALL FLAWS		SIGNIFICANT FLAWS					
FL-IF	VVS1	VVS2	VS1	VS2	S11	S12	S13	I1	I2	I3		

#### Internally flawless (and flawless) group: FL-IF

The highest clarity grade given. The diamond in question will be without imperfections visible with x10 magnification.

#### Very very slightly included group: VVS1 and VVS2

The VVS inclusion in question will be very hard to detect, even for an experienced examiner using x10 power magnification.

#### Very slight included group: VS1 and VS2

The VS inclusion in question will be hard to detect, even for an experienced examiner using x10 power magnification.

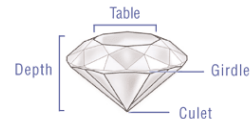
#### Slightly included group: S11, S12 and S13

Inclusions and imperfections in this group may be visible easily with the aid of x10 magnification

S11: Can be seen easily with x10 magnification. Cannot be viewed with the naked eye.

Diamond Design Co. does not work with stones beyond the S11 grade.

### Cut



As the single human contribution to a polished diamond's beauty, cut is perhaps the most important, yet most overlooked, of the Four Cs of diamond quality.

A good cut gives a diamond its brilliance, its dispersion, its scintillation-in short, its life. And brilliance is what a diamond is all about, especially in the eyes of the consumer.

Cut actually means two things: the shape of the diamond and the proportions of the stone. When a stone is well cut, light is reflected from facet to facet, then dispersed through the top. The better the cut, the greater the sparkle, brilliance, and fire.

Diamond cut is typically graded as: **Ideal, Excellent, Very Good, Good, Fair, Poor**

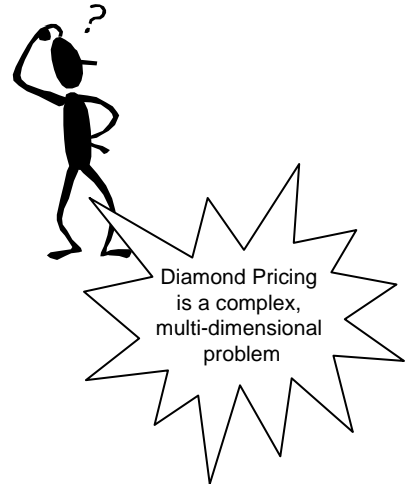
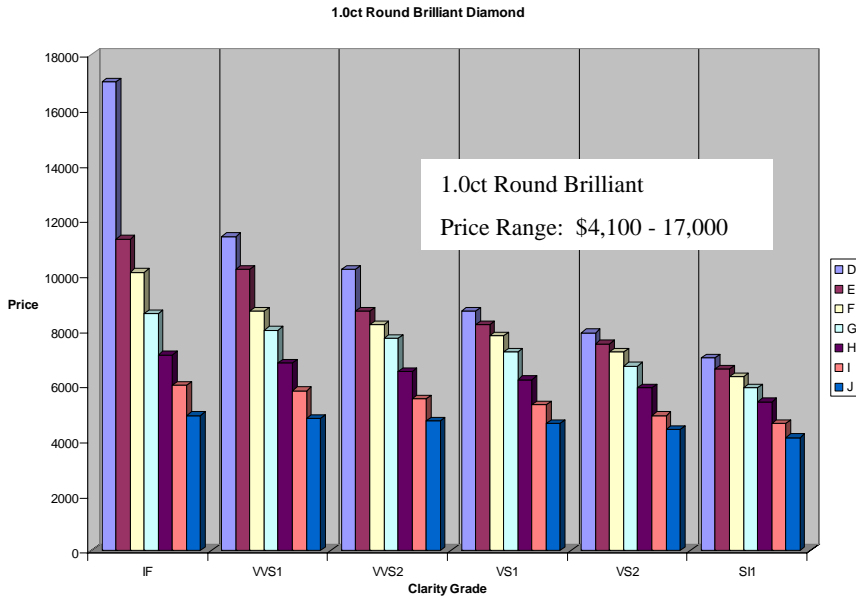
Seek out a diamond professional who is trained by GIA and can discuss all aspects of the diamonds cut grade with you. At Diamond Design Co. our GIA Diamond Professional provides the most technically advanced grading reports from our Sarin DiaMension proportion grading machine, calibrated to strict GIA Standards, and can answer all your diamond questions.

# The Diamond Pricing Dilemma

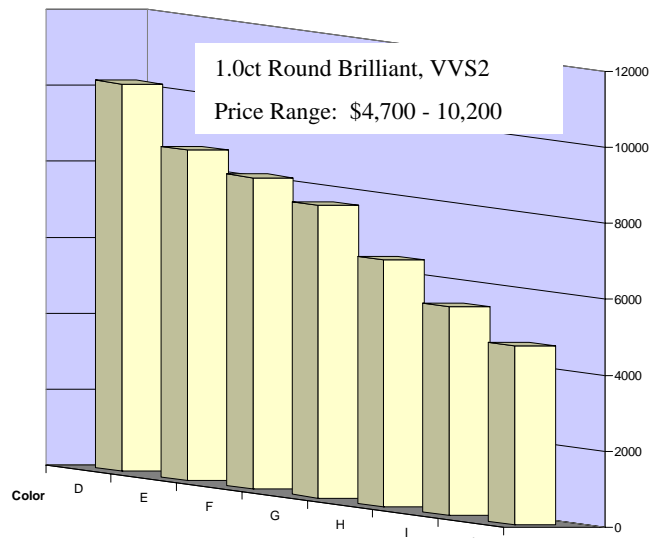
Every consumer shopping for diamonds is faced with endless diamond combinations. In fact there are 49,500 combinations of shapes, color, clarity, carat weight and cut quality. In addition to different diamond combinations, prices are also influenced by market supply and demand conditions, fashion trends etc. While consumers' tastes and budgets change, most seek to find a fair price for the diamond they choose. However, prices for similar diamonds vary significantly among various sellers.

At Diamond Design Co. our goal is to help sort through all the options and truly find the ideal diamond to meet your needs; size, quality and budget. To achieve this goal we strongly believe in educating the client and building trusted relationships.

Our in-house GIA Diamond Graduate has 14 years experience in the industry and his ultimate goal is to help you find the best diamond at the best price. Our advanced diamond grading process ensures that the diamond you buy from us is the best quality and value combination possible for you.



1.0ct Round Brilliant Diamond VVS2  
Suggested Retail Price Per Carat



## THE BOTTOM LINE:

- ↓ Learn about diamonds, 4Cs & beyond
- ↓ Set a budget
- ↓ Determine the trade-offs between diamond size and quality you are willing to live with
- ↓ Create a list of at least three merchants (compare product knowledge, customer service, & price).
- ↓ Build a relationship with a trusted source

\*suggested wholesale prices for illustration purposes