

10 Things You Must Know

Buying a diamond can be a little tricky for the everyday average consumer, who may not know much about diamonds and diamond jewellery. Before walking into a jewellery store, there are certain things you MUST know.

1. Know What You Want:



Before you enter a jewellery store, have some idea of what you want.

Perhaps the most important thing to know before buying diamond jewellery is what your personal preferences are. What shape diamond most appeals to you, what kind of setting you would like for your diamond jewellery. Know before buying diamond jewellery what your special someone would want.

2. What Is Your Budget:



Diamonds are beautiful precious stones which require a large amount of money to buy them. Decide on a budget and stick to it. Plan beforehand how much you intend to spend on that jewellery. It is important to decide if you want a bigger diamond which can be of not the best quality, or a diamond which is little smaller but is whiter .Limiting your budget will also help you limit your search.

3.Look For A Trusted Jeweller:



Everyone who wants to buy a diamond jewellery wishes they had a friend or relative in the Diamond Industry. But even if you don't it is possible to get a nice quality diamond for a reasonable price. Whether you buy from a local jeweler or off a website online, check the vendor's reputation, the satisfaction of his customers and his business status.

4.Check Diamond Prices:



It is always a good idea to compare diamond prices. However, you should keep in mind that when you are buying diamond jewellery you are not only paying for the diamond, you are also paying for the materials and the craftsmanship which went into creating that unique piece of jewellery.

5.The 4 Cs of Diamonds:

As you know there are certain attributes which determine a diamond's quality and its perspective value. These are called **The 4 Cs of a Diamond**. They are a diamond's Cut, Clarity, Carat Weight and Color. A diamond high in all 4 attributes will be very valuable, while a diamond with a poor cut grade, a low color grade, poor clarity and a low cut grade will not be nearly as valuable. A common misconception when it comes to a diamond's 4 C's is that the diamond's carat weight is the most important factor in determining the price of a diamond. In actuality, all 4 C's influence a diamond's cost and they must all be perceived carefully when shopping for a diamond.

Here you will get a fair idea of these four attributes of a diamond.

Cut:

The Cut is a measure of proportions of the diamond. A well-cut diamond appears brilliant and fiery, while a badly cut diamond looks dull and lifeless, despite having a good color and clarity grade.

It is the only man-made contribution to a diamond's beauty and value. Cut refers to the angles and proportions a skilled craftsman creates in transforming a rough diamond into a polished gem. Cutting is based on scientific formulae and has been developed into an art by certain communities, craftsmen and designers.

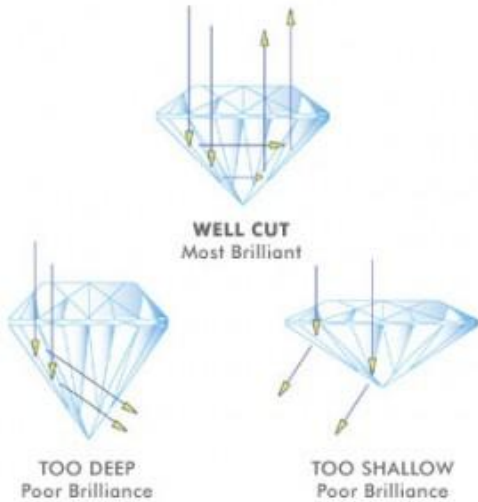
Cutting Style

Cutting styles are different from diamond shapes. There are three basic types of cutting styles, Step-cut, Brilliant-cut and Mixed-cut.



Every diamond regardless of its shape gets its brilliancy and scintillation by cutting and polishing the diamond facets to allow the maximum amount of light that enters through its top to be reflected and dispersed back through its top. A correctly cut, "well made", stone is pictured in diagram 1. As you can

see if the angles are correct the light that enters is dispersed properly back through the diamond's top facets. When a stone is cut too shallow (diagram2) or too deep (diagram3) the light that enters through the top is allowed to escape through the diamond's bottom and does not allow the maximum beauty of the diamond to be realized.



Notice how the light is reflected within the well cut diamond on top.

Color:

Diamonds come naturally in every color of the rainbow. However most people are concerned with diamonds in the white range. The Gemological Institute of America (GIA) rates the body color in white diamonds from D (colorless) to Z (light yellow).



	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
GIA	Colorless			Near Colorless				Faint Yellow			Very Light Yellow			Light Yellow									

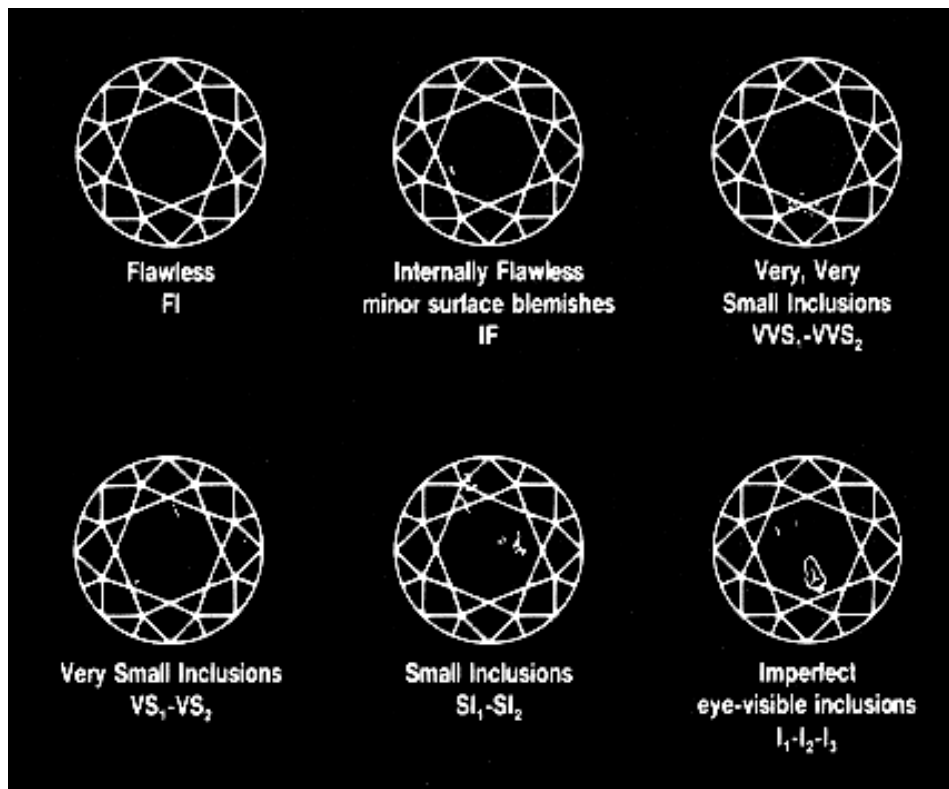
The best color for a diamond is no color at all. A totally colorless diamond allows light to pass through it easily, resulting in the light being dispersed as the color of the rainbow. Colors are graded totally colorless to light yellow. The differences from one grade to the other are very subtle and it takes a trained eye and years of experience to color grade a diamond.

The last C is color. Color is graded D to Z, the closer to white the better the color. A good tip for judging a diamond's color is to place it on a sheet of white paper. The closer the diamond matches the whiteness of the paper, the better the color.

Clarity:

A diamond, being a natural stone often has natural imperfections, commonly referred to as “inclusions”, which actually contribute to its ‘signature’ or identifying characteristics. Inclusions are found within the diamond, and can be white, black, colourless, or even red or green. Inclusions are ranked on a scale of perfection called clarity.

The clarity of a diamond is determined by the amount and location of flaws, or blemishes, in the diamond when viewed under 10 power (10x) magnification. GIA rates clarity grades in diamonds from Flawless to Imperfect 3 (see chart below). The Diamond Shopping Network offers you diamonds from the Imperfect 1 grade through Flawless.



Diamonds have the capability of producing more brilliance than any other gemstone. A diamond that is free of inclusions and surface blemishes is very rare...and therefore very valuable.

Carat:

Carat is the unit of measure of weight of diamonds and gemstones. One carat is equivalent to 200 milligrams. One carat can also be divided into 100 "points." A .75-carat stone is the same as a 75-point or 3/4-carat stone. The word 'carat' comes from the carob bean, whose consistent weight was used in ancient times to measure gemstones.

This is the weight of a diamond measured in carats. As the carat weight of a diamond increases so does its rarity and therefore its price.

The carat-weight of a diamond is the easiest measurement to determine. Most importantly, two diamonds can be of equal carat-weight, but their value can differ greatly due to their cut, color, and clarity.

6.Natural And Synthetic Diamonds:

Some vendors may try to pass off artificial or synthetic-made diamonds as natural diamonds. You should know that artificial or synthetic diamonds are values at less than natural diamonds because natural diamonds are considered to be exceedingly rare. The rarer the gemstone,the higher the price. If you are in the market for a natural diamond, make sure the one you are buying is natural(you can do by surveying the diamond's GIA ,AGS or IGI approved certificate)so that you will get your money's worth.

7.The Diamond Certificate:

You can look up a diamond's attributes by asking your jeweler for the diamond's GIA or IGI certificate of authentication. These diamond certificates not only guarantee a diamond's authenticity, they also detail a diamond's attributes. GIA and IGI certificates include a detailed description of the diamond in question. Its clarity and color grades, its cut and its carat weight.

Ask to see a written guarantee on the invoice that comes with every stone that is over 1 carat.



INTERNATIONAL GEMOLOGICAL INSTITUTE

SCIENTIFIC LABORATORY FOR THE IDENTIFICATION AND GRADING OF DIAMOND AND COLORED STONES
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DIAMOND REPORT

This report is a statement of the diamond's identity and grade including all relevant information.

NUMBER A1A12345

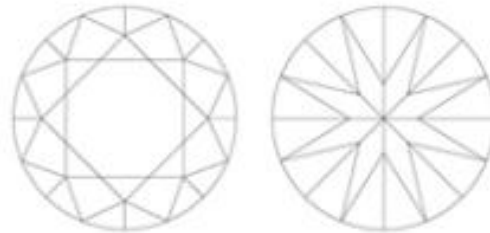
ANTWERP, February 12, 2010

LABORATORY REPORT (ORIGINAL)

TO WHOM IT MAY CONCERN.

DESCRIPTION	NATURAL DIAMOND
SHAPE AND CUT	ROUND BRILLIANT
CARAT WEIGHT	1.18 CARAT
COLOR GRADE	H
CLARITY GRADE	VVS 1
CUT GRADE	VERY GOOD
POLISH	VERY GOOD
SYMMETRY	VERY GOOD
Measurements	6.80 - 6.86 x 4.15 mm
Table	62.5%
Crown Height - Angle	13.5% - 35.5°
Pavilion Depth - Angle	44.5% - 41.6°
Girdle Thickness	MEDIUM (FACETED)
Culet	POINTED
FLUORESCENCE	NONE

The symbols do not usually reflect the size of the characteristics.
Red symbols indicate internal characteristics.
Green symbols indicate external characteristics.



(Insignificant external details, visible under high magnification only, are not shown)



0= Scruffy features included in the document are hologram, watermarked paper and additional features not listed. Plus, as a certificate, Antwerp industry security standards.

8. Check For Any Treatments:

Check the diamond's certificate for any mention of enhanced treatments which the gemstone might have undergone. Diamond appearance can be enhanced using a variety of techniques. For example, a diamond's clarity can be improved by laser drilling and its color can be enhanced by heat treatments. If a diamond is enhanced in any ways it will affect its value. Enhanced diamonds are usually less valuable than unenhanced, natural diamonds.

9. Think Well Before Investing in Diamonds:

Don't rush into your diamond purchase. Take your time and evaluate your choice carefully. It took billions (yes, billions) of years for nature to form your diamond and the skill of a master diamond cutter to bring your diamond to you. The time you spend now can bring you a lifetime of pleasure, satisfaction, and happiness.

At **Shreejee Jewellers** we offer **Free Consultation** to anyone who wants to buy a diamond or wants to appraise the value of the diamonds they own.

10. Taking Care Of Your Diamonds:

Who can be more aware of the value of the precious and beautiful diamonds you purchased. As it is with your own pocket you paid the huge amount of money to own that beauty.

For your studded diamond jewellery to stay as sparkling and new when you purchased it, you should follow some do's and don'ts;

- Make sure you put your jewellery aside when engaging in activities that might expose it to chemicals (for example, swimming). If you aren't in the habit of removing your jewellery, especially that on your hand then opt for rubber gloves.
- Ideally, all kinds of studded jewellery should be cleaned at least once a month.
- The most recommended way of cleaning jewellery is to use warm mild soap water solution and a brush with soft bristles. You can then pat it dry with a soft cloth.
- Always check your jewellery for loose gems and stones, but don't tug at them or try to put them back by yourself. Visit a jeweler instead.
- To protect your jewellery, always wrap it in jeweler's tissue and save it in a plastic zip lock bag and seal.
- It is necessary to remove gold jewellery before you take a shower. Soap can aid the formation of a film on the jewellery that'll make it appear dull.
- All jewellery should always be treated with more care. It should be stored separately and pieces must not touch each other, else they tend to leave scratches.
- Jewelry should always be worn after the application of cosmetics as these can affect its shine.