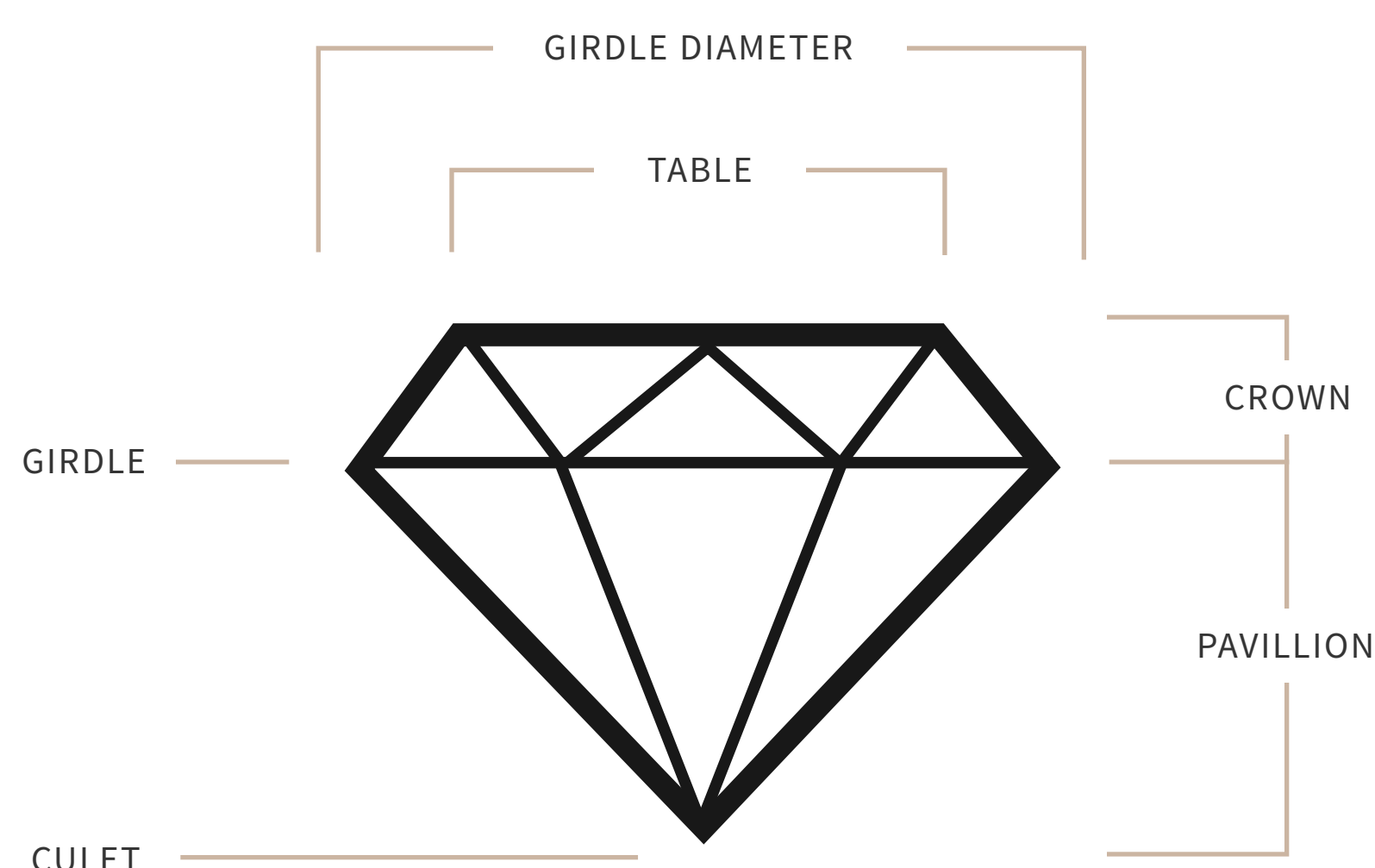




DIAMOND GUIDE

Our Diamond guide will give you the knowledge and understanding you need when looking at and buying your very own Diamonds (or when buying them for your lucky lady!) Evaluating their carat weight, clarity grade, colour scale, as well as the cut and shape of the stone, helps identify and differentiate between different types and specifications of Diamonds.

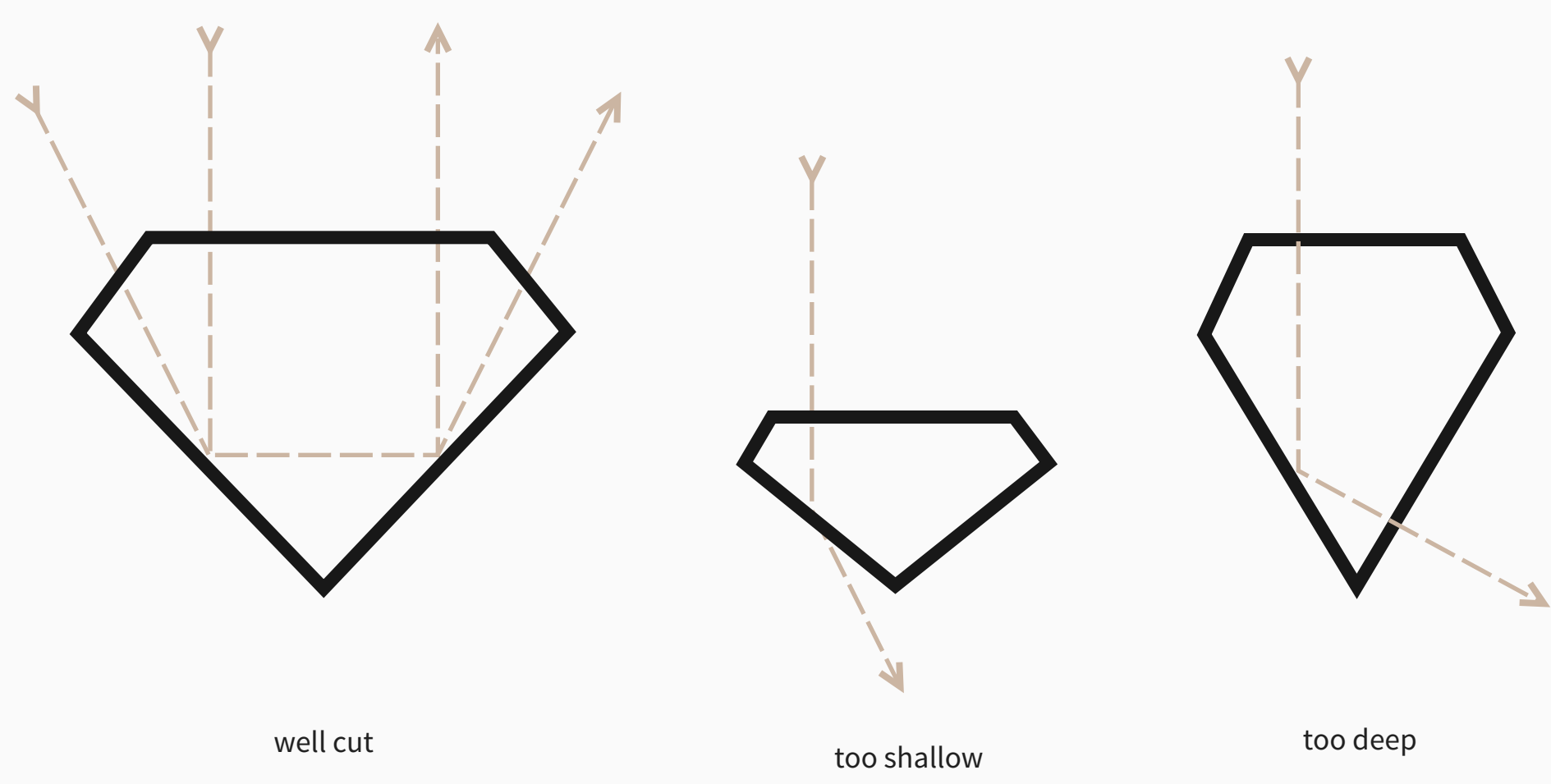
By using the Gemmological Institute of America (GIA) grading, the quality of our Diamonds are accurately and objectively determined for our customers on an internationally recognised level.



THE FOUR C'S

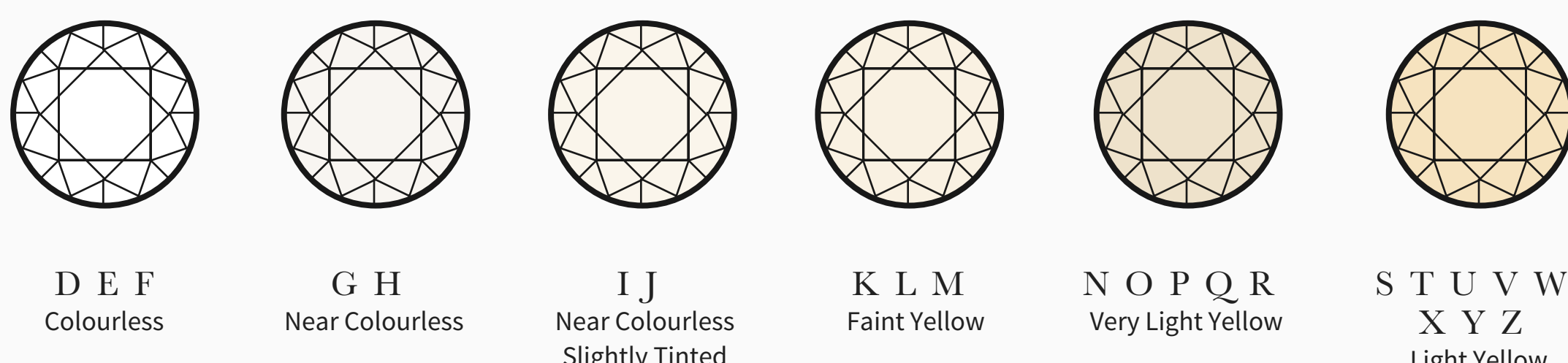
CUT

A diamond's cut is not to be confused with it's shape. It refers to both the outline shape and the proportions of the diamond. A diamond's proportions affect it's light performance which in turn determines it's overall appearance and beauty.



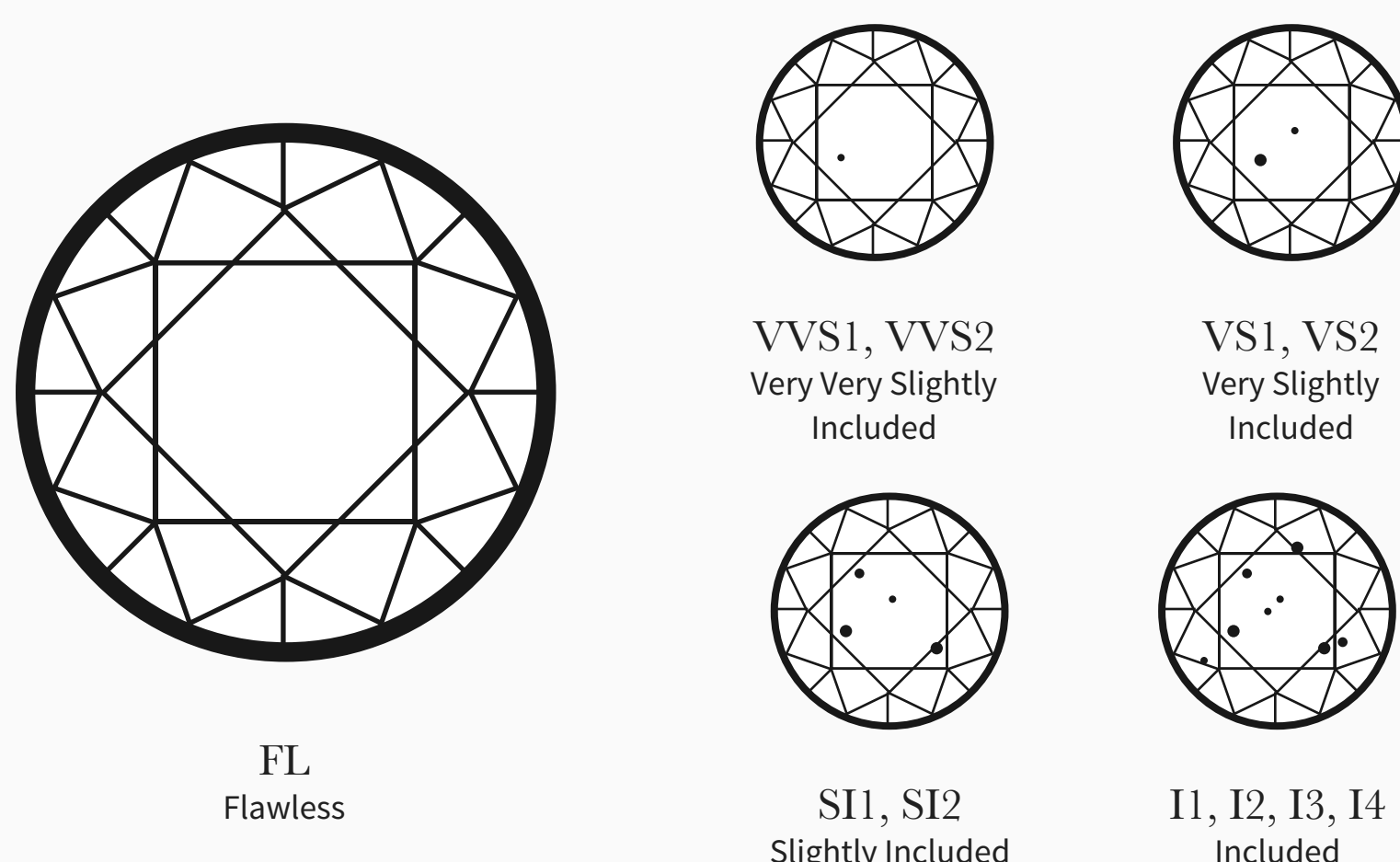
COLOUR

The GIA colour scale ranges from D to Z and represents how noticeable colour (usually a yellow or brown tone) is in a diamond.



CLARITY

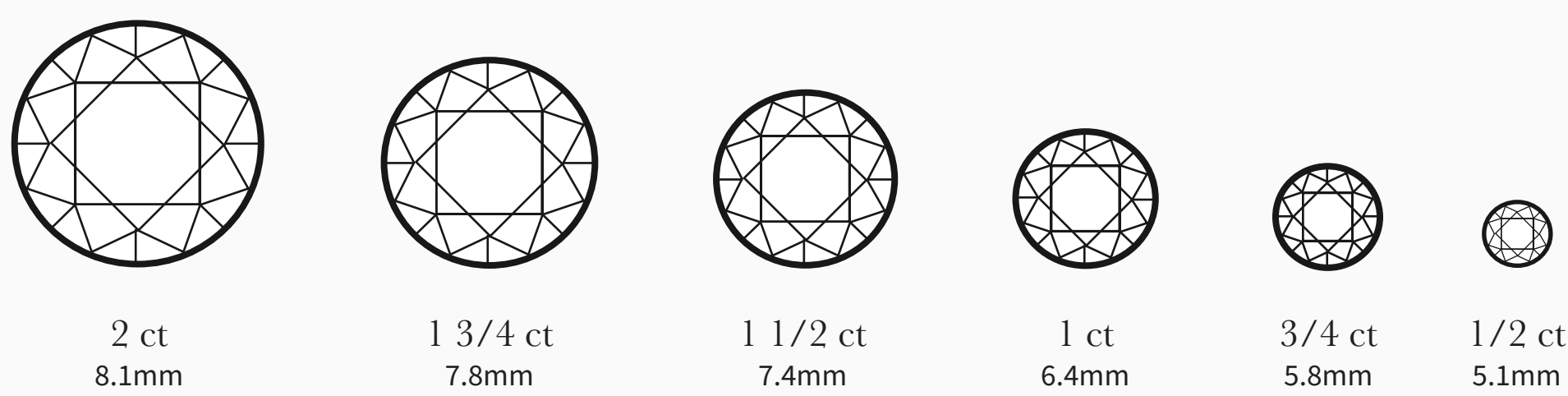
Inclusions are a natural characteristic found in virtually all diamonds. The clarity grade reflects the impact of the inclusion on the appearance of a diamond.



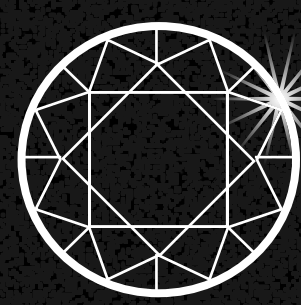
CARAT

The carat refers to the weight of a diamond, which correlates very closely to a diamond's size.

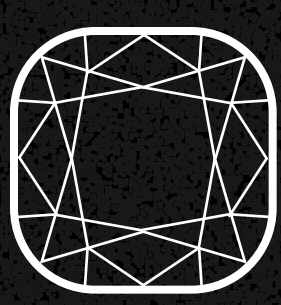
1ct = 0.2gm



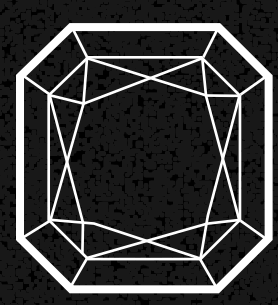
SHAPES



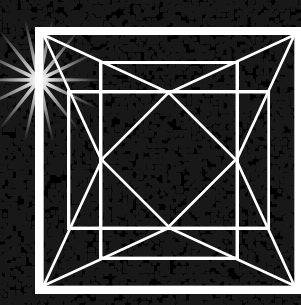
ROUND
BRILLIANT



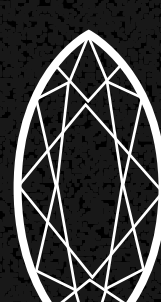
CUSHION



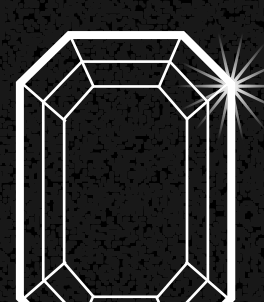
RADIANT



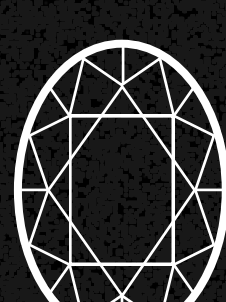
PRINCESS



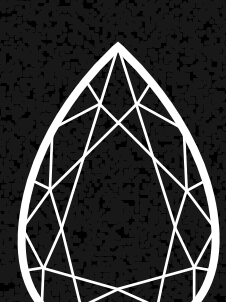
MARQUISE



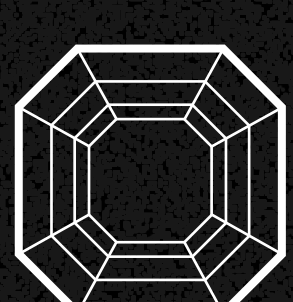
EMERALD



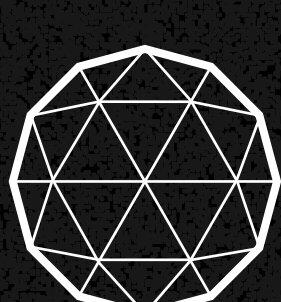
OVAL



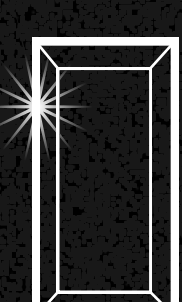
PEAR



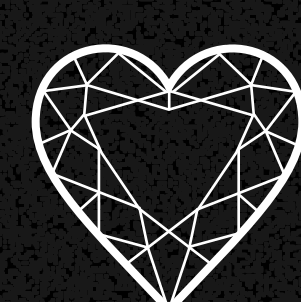
SQUARE
EMERALD



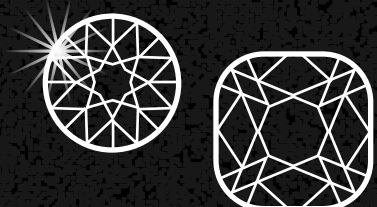
ROSE



BAGUETTE



HEART



ANTIQUE
CUTS

WE'RE HERE TO HELP

Once you have armed yourself with some basic ideas and browsed our online ring selection, come in store and have a chat with one of our friendly staff who can guide you through your options.

Please don't hesitate to contact us below if you have any questions.