

JEWELLERY

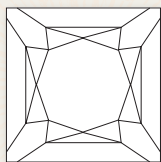
Diamonds are Forever

TALK THE TALK, KNOW YOUR DIAMOND SHAPES WHEN MAKING THE MOST SPARKLING OF PURCHASES, IT'S SO MUCH BETTER TO BE IN THE KNOW.

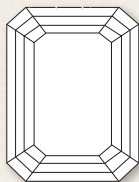
ROUND, ALSO KNOWN AS BRILLIANT CUT, THIS IS THE MOST POPULAR AND SPARKLING DIAMOND SHAPE.



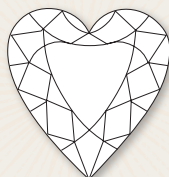
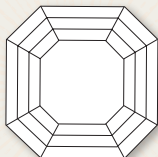
PRINCESS, CLASSICALLY SQUARE, CAN TEND TO RECTANGULAR, THE SECOND MOST POPULAR SHAPE.



EMERALD, RECTANGULAR WITH CROPPED CORNERS AND STEPPED FACETS; THIS SHAPE HIGHLIGHTS THE CLARITY OF A DIAMOND.



ASSCHER, SIMILAR IN TO THE EMERALD BUT SQUARE WITH A PAVILION THAT'S CUT WITH RECTANGULAR FACETS.



HEART, THIS DIAMOND CUT IS THE ULTIMATE SYMBOL OF LOVE.

OVAL, HAS BRILLIANCE SIMILAR TO A ROUND DIAMOND.

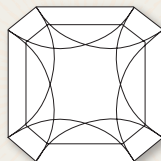


MARQUISE, CAN MAXIMISE CARAT WEIGHT, GIVING A LARGER LOOKING DIAMOND.

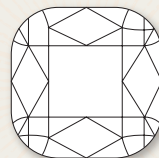
PEAR, ALSO KNOWN AS A TEAR DROP HAS A SINGLE POINT AND A ROUNDED END.



RADIANT, TRIMMED CORNERS ARE ITS SIGNATURE, A POPULAR AND VERSATILE CHOICE.



CUSHION, ALSO KNOWN AS A PILLOW-CUT WITH ROUNDED CORNERS AND LARGER FACETS TO INCREASE BRILLIANCE.



JEWELLERY

Did you know?

THE DIAMOND IS THE HARDEST SUBSTANCE ON EARTH, FORMED FROM CRYSTALLISED CARBON AND PRIZED FOR ITS RARITY.

THE FLASHES OF COLOURED LIGHT REFLECTED BACK FROM WITHIN A DIAMOND ARE CALLED FIRE, IN GENERAL, HIGHER GRADE DIAMOND CUTS REFRACT MORE COLOURS.

BRILLIANCE IS LIGHT REFLECTED FROM THE DIAMOND, IT'S MAXIMIZED BY CUTTING A DIAMOND TO THE CORRECT PROPORTIONS.

A PLATINUM SETTING MAKES THE DIAMOND LOOK MORE BRILLIANT, PLATINUM IS STRONGER AND MORE VALUABLE THAN GOLD.

THE 4 C FACTORS

The pricing of diamonds is dependent on the 4Cs: CUT, CLARITY, COLOUR AND CARAT. Every diamond is graded on the 4Cs.

Cut – The term used to refer to the diamond's shape.

The cut affects the stone's brilliance, which is determined by the arrangement of its facets (flat, angular, or surface planes). A poorly cut diamond will lack sparkle; however a good cut can compensate for small size, or imperfect colour or clarity.

Clarity – The number of microscopic, internal flaws (inclusions) and external imperfections (blemishes) affects a diamond's clarity. Inclusions may be light or dark spots, or tiny cracks; blemishes include pits, scratches, or nicks. These are not usually visible to the naked eye.

Carat – The weight of a diamond is measured in carats. Two stones of the same weight can appear to be different sizes, depending on how they are cut. For example, emerald, oval, marquise, and pear shaped stones seem bigger than round diamonds of the same weight.

Colour – The Gemmological Institute of America rates the colour of diamonds on a scale from D (virtually colourless), which is most valuable, to Z (traces of yellow or brown). Naturally coloured diamonds are yellow, pink, and blue; they are extremely rare and are not rated on the D to Z scale.