

The Perfect Diamond for the Holidays



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October 2009

It's coming up to that time of year again, and they say around 25% of couples who get engaged do so during November and December.

So what comes first? There is debate as to whether to choose the perfect ring or the perfect diamond first, but no matter the order one thing is for sure – the diamond is the heart of your engagement ring purchase.

We at Marie Richards Jewelers would like to share with you how to choose your diamond according to Diana Classic, one of our leading Engagement and Wedding Ring designers.

“When selecting a diamond, the most important rule of thumb is to choose the finest diamond you can afford. The best way to determine a diamond's quality is to measure it according to the 4cs: Cut, Clarity, Color, Carat Weight.

Cut

Cut refers not to the shape of the diamond, but to the angles, proportions and faceting arrangements of the stone. It is perhaps the most important of the 4cs because it is what releases the diamond's brilliance. A well-cut diamond will internally reflect light from

one facet to another and disperse and reflect it through the top of the stone.

Diamonds that are cut too deep or too shallow lose or leak light through the side or bottom, resulting in less brilliance. The shape of a diamond is its outline. Common shapes for a diamond are round, emerald, oval, princess, radiant, pear, marquise and heart. The faceting arrangement, along with the outline of the diamond, results in the diamond's visual brilliance.

A diamond cut is classified as Excellent, Very good, Fair and Poor. The style and shape of a diamond are easy to see. The style of a diamond refers to the pattern of the facet arrangement. There are three basic types of faceting arrangements -- brilliant-cut (round, oval, pear, marquise, heart), step-cut (emerald, baguette) and mixed-cut (princess, radiant). Brilliant and mixed-cut diamonds have a sparkly brilliance while step-cut diamonds have a mirror-like brilliance.

Color

Color refers to the degree to which a diamond is colorless. Color in a diamond is the result of traces of other elements, which mix with carbon during the diamond's formation. White diamonds are color graded on a scale that begins with "D" indicating a total colorlessness, progressing down the alphabet for lower qualities. While diamonds tinged with yellow or brown are less desirable. Diamonds of vivid colors such as Canary Yellow are rare and today are highly valued.

With DIANA Classic all of our diamonds are in the colorless and near colorless range.

Clarity

Clarity is an indication of a diamond's purity. In all diamonds, except the most rare, tiny traces of non-crystallized carbon (the element from which a diamond is formed) can be trapped during the crystallization process. These internal 'inclusions' appear as tiny crystals, clouds or feathers. The presence of some inclusions does not diminish the diamond's beauty or endanger its durability. Most cannot be seen without powerful magnification.

Clarity is based on the quantity, size, position, nature, color and relief of inclusions in a diamond. There are 10 clarity grades, where each grade represents a range. Clarity is determined by a trained grader, using 10-power magnification.

Carat Weight

Carat weight is the gemologist's universal measurement of a diamond weight (not how big it is) and is the easiest of the 4cs to determine.

Diamonds are weighed when they are loose or free from any mounting or setting. A carat weighs 0.02 grams or 1/142 of an ounce. And one carat is made up of 100 units called points.

Therefore, a diamond of 75 points weighs 3/4 of a carat, and 50 points, 1/2 of a carat. It is important to know that two diamonds of

equal weight can have very different appearances because of their cut, and different values because quality is still determined by cut, color and clarity.”

So along with this education, I personally invite you into one of our beautiful locations to work one-on-one with one of our sales professionals to pick out the perfect diamond – one she will adore all of her days!

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