

THE 4 C'S OF DIAMONDS

Your guide to choosing a diamond

CUT

A diamond's cut is typically considered the most important of the 4 C's. The reflective quality of the diamond is determined by how well it was cut.



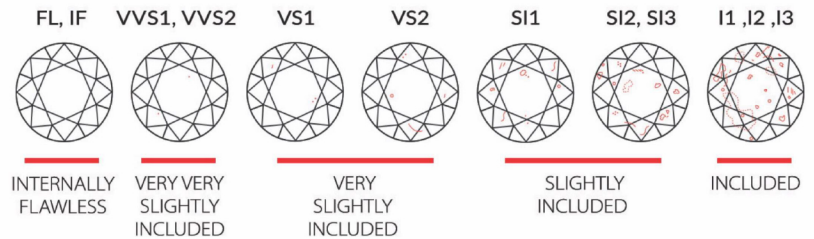
CARAT

Carat is a unit of measurement used to weigh diamonds and reflects the diamond's size. Because larger diamonds are more rare and valuable, diamond prices increase with carat weight.



CLARITY

A diamond's clarity grade is based on its internal and external flaws called "inclusions" and blemishes". Because natural diamonds are created under a high amount of pressure, imperfections are often present.



COLOR

Diamond color actually refers to an absence of color. The GIA's diamond color grading system measure colorlessness beginning with D and ending with Z.

