

10 Things to Look for When Shopping for a Diamond

1) Shape. There are many different shapes out there to choose from, with the two (2) most popular being the round shape and the princess or square shape. First decide what shape you would like to get your lovely lady and go from there!

2) Diamond Certificate or Grading Report. A Diamond Certificate or Grading Report verifies credential of a diamond's authenticity and quality. Here are some noted labs that produce premier reports: Gemological Institute of America (GIA), American Gem Society (AGS) European Gemological Laboratory (EGL).

3) Fluorescence. If possible, buy a diamond with medium or faint or no fluorescence. A diamond's value increases with the absence of fluorescence. You cannot really see the blue glow (under UV rays) until you have a strong or very strong fluorescent diamond. Please note however that fluorescence is a common phenomenon in diamonds.

4) Nice Cut. Of all the 4 C's, cut has the greatest effect on a diamond's beauty. In determining the quality of the cut, the grader evaluates the cutter's skill in the fashioning of the diamond; technology assesses the diamond's light performance. The more precise the cut, the more captivating the diamond is to the eye.

5) ID laser inscribed. Buy a diamond that has been microscopically inscribed on its girdle with a unique Identification Number (ID). A laser inscription allows for easy identification of a diamond, and can be used when you are insuring your engagement ring.

6) Conflict Free. A promise with the diamond that it is coming from a Kimberley Process-certified source to show the diamond is conflict free and has NOT

supported any civil wars in Africa. In 2000, a coalition of governments, non-governmental organizations and the diamond industry worked together to address this issue. In 2002, they established the Kimberley Process Certification System, a UN-backed process that has virtually eliminated the trade in conflict diamonds.

For more information on conflict diamonds, [click here](#)

7) Color. The color of a diamond is of personal taste. Fancy colored diamonds such as fancy yellow are very vogue but also very expensive. If you are however looking for your classic "white" diamond, we recommend anywhere between G-J to be the most pleasing to both the eye and wallet.

8) Side Inclusions. Most inclusions cannot be seen without some magnification used. If there are inclusions (i.e., clouds, crystals, feathers, knots etc.) in the table of the diamond, it is better to have the inclusion on the side and not right in the center.

9) Polish and Symmetry. The two categories that define the finish of a diamond are - polish and symmetry. Polish and symmetry is assessed on a scale consisting of excellent, very good, good, fair and poor. It is not surprising that we have found the most beautiful diamonds to have a polish or symmetry rating of very good or excellent.

10) A Couple Points Higher. If you want a diamond that is 1 carat, we recommend you buy a diamond that is 1.02 carats or higher. While a diamond is the hardest material known to man with a rate of 10 on Mohs Hardness Scale, this superior hardness doesn't make it indestructible. A diamond has the property known as "cleavage" and thus can break or chip...this is why you want to get a diamond a couple points higher than your target carat weight, just in case it chips.