■ DIAMOND BUYING GUIDE

A Complete Guide to Understanding, Selecting & Investing in Diamonds

THE 4Cs OF DIAMONDS

1. CUT — The Most Important Factor

Cut determines how effectively a diamond reflects light. Excellent cut diamonds deliver maximum brilliance, fire, and scintillation. Even a high-carat diamond will appear dull if the cut is poor.

2. COLOUR — The Visual Purity

Colour grading ranges from D (completely colourless) to Z (visible tint). D–F: Colourless (Premium). G–H: Near colourless (Best value). I–J: Slight warmth (Budget option).

3. CLARITY — Natural Perfection

Clarity measures internal inclusions and surface blemishes. FL/IF: Flawless. VVS: Very very slight inclusions. VS: Slight inclusions not visible to naked eye. SI: May be visible.

4. CARAT — The Weight Factor

Carat refers to weight, not visible size. Larger diamonds increase exponentially in price. Choosing slightly lower weights (0.90 vs 1.00) offers better value.

HOW TO CHOOSE THE RIGHT DIAMOND

Prioritize cut (Excellent/Very Good). Choose VS clarity for best balance. Select G–H colour for value. Balance carat without compromising quality.

DIAMOND VALUE

Pricing depends on all 4Cs combined. Diamonds of the same carat can vary greatly in price depending on cut, colour, and clarity.

CERTIFICATION

Always purchase certified diamonds to ensure authenticity, transparency, and protection of your investment.

FINAL THOUGHT

A diamond should be chosen not only for its specifications but also for how it feels. The right diamond balances brilliance, purity, and value while reflecting personal style.