

# Diamond Education

Monaarch diamonds and gems are brighter and more vibrant because we craft them that way. Discover how the 4Cs—cut, clarity, color and carat weight—contribute to a diamond's beauty.

## The 4Cs

Every diamond, like a human fingerprint, has certain distinguishing characteristics. The 4Cs—color, clarity, cut and carat weight—are the globally accepted standards for assessing the quality of a diamond. At Monaarch we only accept 100% of the world's gem-grade diamonds.



# Cut

Cut is determined by how a diamond's facets interact with light



## Why Is Diamond Cut Important?

If a diamond is cut poorly, it will appear dull even if it has a high color and clarity grade. If a diamond is cut well, it will reflect and refract light for maximum brightness and sparkle. At Monaarch we are committed to crafting the most expertly proportioned diamonds. In our Factory, most talented artisans cut diamonds to the highest standards. This precision is what sets Monaarch diamonds and gems apart.

# What Impacts Diamond Cut Quality?

Cut is the only one of the 4Cs that is affected by human hands. Two diamonds may have the same clarity, color and carat weight, but cut is what determines whether or not one is superior to the other. Put simply, cut is responsible for the quality and degree of a diamond's sparkle. There are three factors that determine a diamond's cut:

## **Precision of cut**

How the size and angles relate to the different parts of the stone

## **Symmetry**

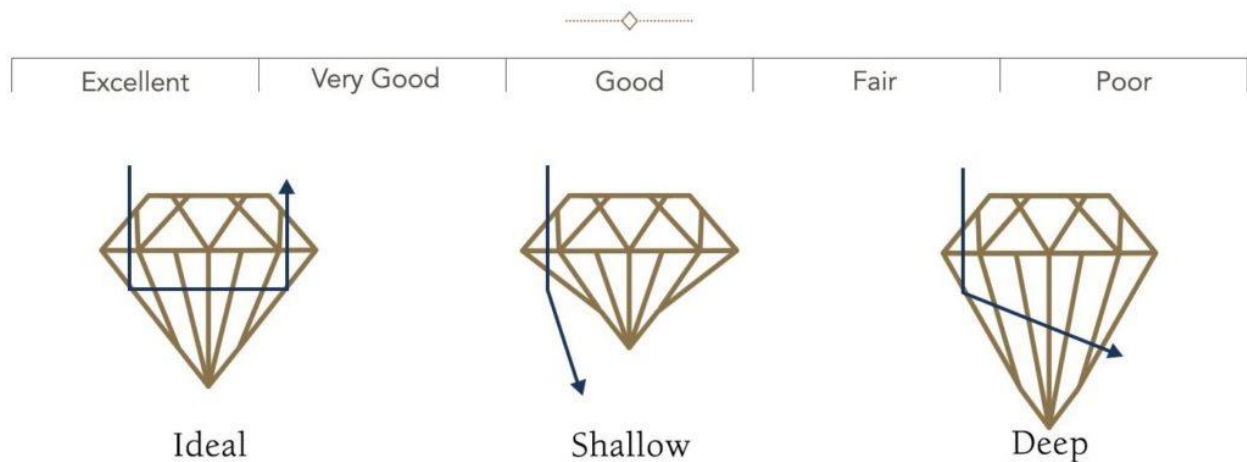
How precisely the various facets of a diamond align and intersect

## **Polish**

The details and placement of the facet shapes as well as the outside finish of the diamond

The highest cut grade in the industry, triple excellent, is given to a diamond with an “excellent” rating in precision of cut, symmetry and polish.

## *GIA Cut Scale*



While most jewelers accept “excellent,” “very good,” “good,” “fair” and “poor” cuts, Monaarch refuses to compromise by cutting our diamonds to meet exceptional standards. Non-Monaarch diamonds and gems are sometimes cut too deep or too shallow, allowing light to escape through the sides and bottom. They can also have misaligned facets, which interrupts the movement of light.



“We never say something is good enough. It has to be the most beautiful in the world.”



# Clarity

Clarity is a measure of the purity and rarity of the stone



## What Is Diamond Clarity?

Diamond clarity is a measure of the purity and rarity of the stone, graded by the visibility of these characteristics under 10-power magnification. A stone is graded as flawless if, under 10-power magnification, no inclusions (internal flaws) and no blemishes (external imperfections) are visible. At Monaarch we only accept 100% of the world's gem-grade diamonds.



### **FL**

FL diamonds are Flawless

### **IF**

IF diamonds are Internally Flawless

### **VVS1 VVS2**

VVS diamonds (1 and 2) are Very, Very Slightly Included

### **VS1 VS2**

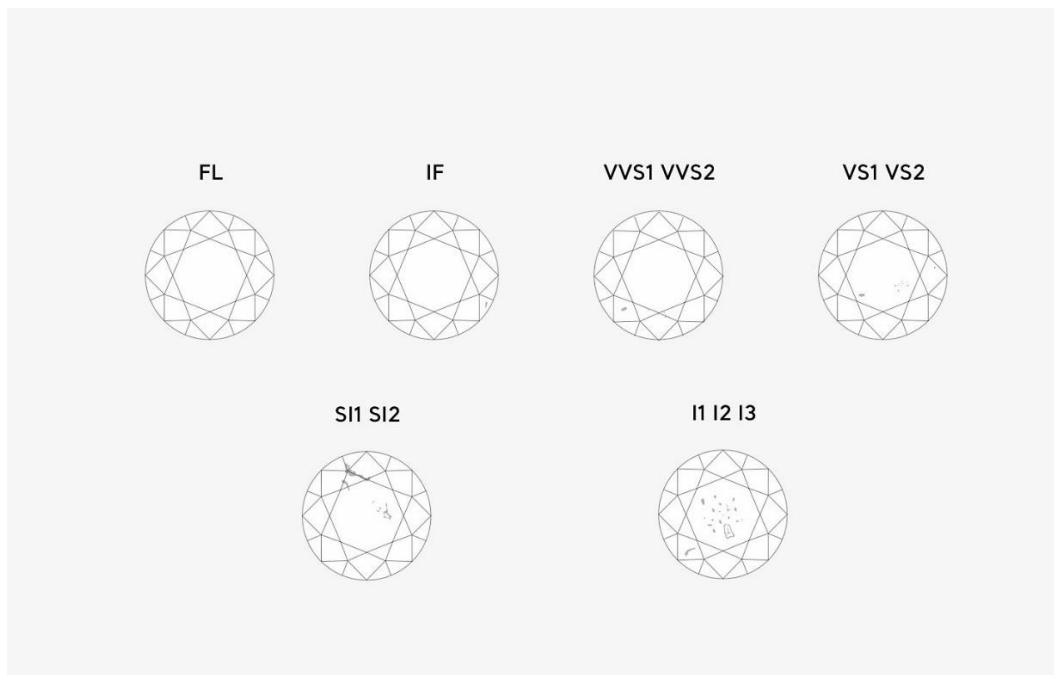
VS diamonds (1 and 2) are Very Slightly Included

### **SI1 SI2**

SI diamonds (1 and 2) are Slightly Included

### **I1 I2 I3**

I diamonds (1, 2 and 3) are Imperfect



## Monaarch diamonds and gems Standard of Clarity

Monaarch strict diamond grading standards are executed with expertise, integrity and accuracy. When Monaarch believes that a diamond's clarity is on the borderline between two grades, Monaarch will always assign the stone a lower grade—never falsely inflating a diamond clarity grade.



## Does Diamond Clarity Really Matter?

A diamond with a poor clarity grade has multiple inclusions, which directly affects sparkle. Because inclusions hinder the refraction and return of light, the lower the clarity grade, the cloudier the diamond will appear.

**“If anything takes away from the beauty of the stone, we won’t accept it.”**





# Color

Color refers to the natural tint inherent in white diamonds.



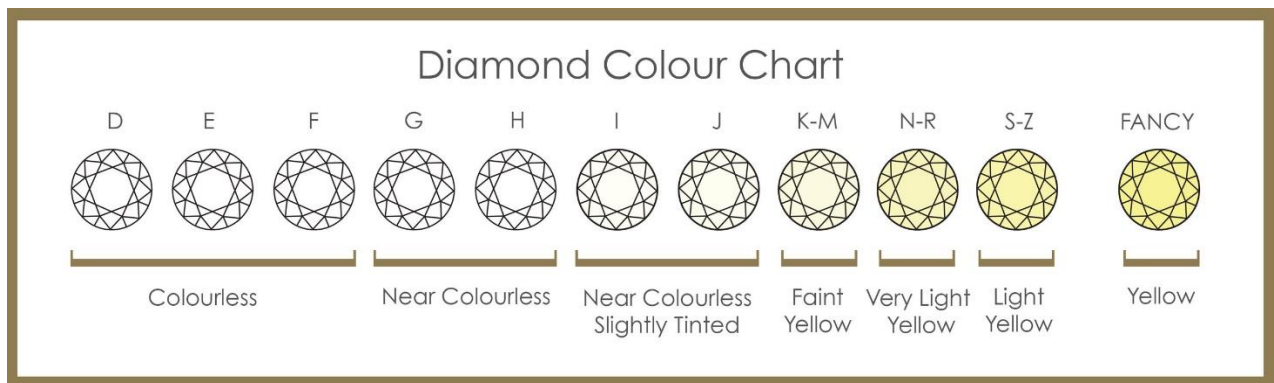
## What Is Diamond Color?

Color refers to the natural tint inherent in white diamonds. In nature, most white diamonds have a slight tint of yellow. The closer to being “colorless” a diamond is, the rarer it is. The industry standard for grading color is to evaluate each stone against a master set and assign a letter grade from “D” (colorless) to “Z” (light yellow).



## Diamond Color Chart

Monaarch diamonds and gems only accepts diamonds in the “colorless” and “near colorless” range on a diamond color scale. In other words, for diamond jewellery, Monaarch diamonds and gems only accepts D color diamonds, E color diamonds, F color diamonds, G color diamonds, H color diamonds and I color diamonds. Borderline diamond color classifications are automatically given the more conservative grade.



## Does Diamond Color Matter?

Color is the second most important of the 4Cs because the color grade directly affects the stone's appearance. Diamonds with a poor color grade can appear slightly yellow instead of the desired brilliant white. Additionally, the Monaarch Laboratory will not accept stones exhibiting strong or excessive fluorescence, which, in natural lighting, can give diamonds a milky appearance



**“If you’re buying a piece of diamond jewelry from Monaarch, you’re buying a piece of artwork.”**

# Carat

Carat denotes the weight of a diamond.



## What Is a Diamond Carat?

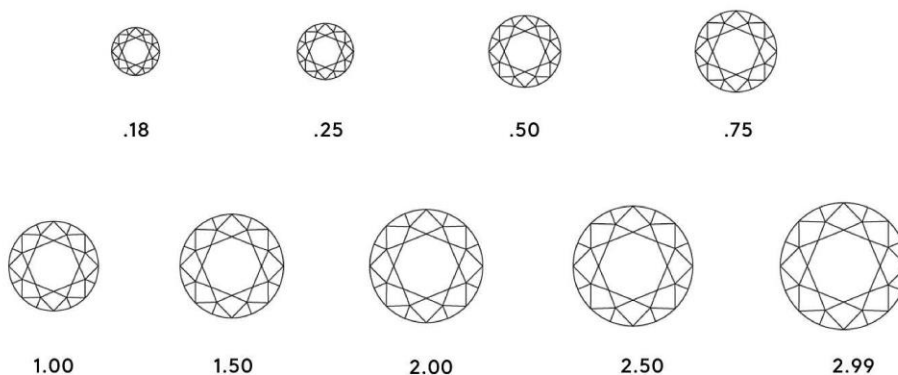
Carat denotes the weight of a diamond, not the size. Monarch diamonds and gems measures diamonds to 1/1000th of a carat; one carat equals .20 grams. Monarch diamonds and gems are always cut to maximize beauty, not carat weight.



## Diamond Carat Charts

Carat weight can appear differently across different diamond shapes such as round brilliant, princess, pear, oval, cushion, marquise, emerald, radiant or heart. A diamond may have a higher carat weight without appearing larger and two diamonds of the same carat weight can vary in size if one is cut deeper than the other. In other words, it is important to note that carat weight does not necessarily denote size.

Sizes are shown for proportionality purposes. Images do not reflect actual carat size.





## Is a Higher Carat Weight Better?

Taken by itself, carat weight does not determine a diamond's value. For example, two one-carat stones can vary widely in price when clarity, color and cut are taken into consideration. When that is understood, it is clear that large diamonds of peerless quality are rare.

**“Monaarch is synonymous with excellence in craftsmanship, and this is something we've maintained for over 15 years.”**

## Why the Origin of Your Diamond Matters?

At Monaarch, we directly source the majority of our diamonds from known mines and sources. Through our Diamond Source Initiative, we can provide provenance—the region or countries of origin—for every newly sourced, individually registered diamond we set. By knowing the origin of your diamond, you can rest assured that your Monaarch was obtained from suppliers that operate in environmentally and socially responsible ways.



## Our Impact on the Communities Where We Source

We source diamonds from countries including Botswana, Canada, Namibia, Russia and South Africa. Through our responsible sourcing practices, we seek to promote the protection of human rights and the environment, as well as create economic opportunity for communities along the diamond supply chain.