



Diamond

Fine Diamonds are among the most coveted of all gems. Their Value however, differs widely from one diamond to another. Experts evaluate every diamond for rarity and beauty, using four primary guidelines. These are called The Four Cs – Cut, Color, Clarity and Carat Weight.

Cut When you think of the cut, you probably think of the shape of the diamond. You are partially correct. While cut does refer to shape, it also refers to the proportions of how the diamond is actually cut. Diamonds are cut into many different shapes, reflecting not only popular taste but the proportions and quality of the rough diamond. The most popular shapes include Round, Oval, Square, Princess, Emerald, Baguette and Marquise cuts. Many specialty shapes are also available. A diamond's overall proportions, as well as the size and placement of its many reflective surfaces or facets play a large part in "cut." The consistency and balance of these can greatly affect how the stone captures light and reflects it back to the eye.

Color With the exception of fancy colored diamonds, the most valuable diamonds are those with the least color. The color scale for transparent diamonds goes from D-F (colorless) G-J (near colorless), K-M (faint yellow), to Z (light yellow). Completely colorless diamonds are rare.

D E F	G H I J	K L M	N O P Q R	S T U V W X Y Z	Z+
Colorless	Near Colorless	Faint Yellow	Very Light Yellow	Light Yellow	Fancy

When diamonds are formed with traces of other minerals, rare and beautiful colors can result. These "Fancy" colors range from blue and brilliant yellow to red, brown, pale Green, pink and violet. Because of their rarity, colored diamonds are highly desirable and may be quite valuable.

Clarity A diamond's clarity is measured by the existence, or absence of visible flaws. Tiny surface blemishes or internal inclusions (even those only seen under magnification with a 10x jeweler's loupe) can alter the brilliance of a diamond and thus affect its value.

FL, IF	Diamonds - Flawless: No internal or external flaws. Internally Flawless: No internal flaws
VVS1, VVS2	Diamonds - Very, very slightly included: Very difficult to see inclusions under 10x magnification
VS1, VS2	Diamonds - Very slightly included: Inclusions are not typically visible to the unaided eye
SI1, SI2	Diamonds - Slightly included: Inclusions are visible under 10x magnification and may be visible with the unaided eye
I1, I2, I3	Diamonds - Included: Inclusions are visible with the unaided eye

Carat Weight The size of a diamond is measured, not by its dimensions, but by weight. One carat, the traditional unit of measurement for diamonds, is equal to approximately 0.2 grams. You may also hear the weight of a diamond referred to in points. A point is equal to 1/100 of a carat; therefore, a 75-point diamond equals 0.75 carat. Diamonds of equal weight may appear slightly different in size, depending on their depth and proportions. Because they are quite rare, larger diamonds of gem quality are much more valuable.

BVLA Diamonds

The combination of the above four characteristics determine a diamond's rarity and therefore its value. BVLA uses VS G-H Color as standard. We believe this is a perfect mix of value and beauty with regard to small and medium size gems. Other qualities are available on request.

Remember – beauty is in the eye of the beholder – A diamond can only be perfect if it is beautifully perfect for you!

Shapes



Asscher



Baguette



Grad Baguette



Cushion



Emerald



Heart



Marquise



Oval



Pear



Radiant



Round



Princess



Triangle

Fancies



Black



Aqua Blue



Ocean Blue



Emerald Green



Canary Yellow



Golden Yellow



Rose Pink



Purple



Orange Cognac



Chocolate

Fancy diamonds are enhanced. Natural fancy diamonds, while costing much more are available for some colors on request.