

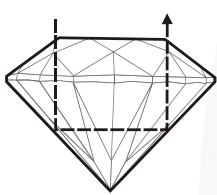
4Cs DIAMONDS GUIDE

Cut

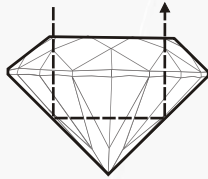
Cut is probably the most important, and most challenging, of the four Cs to understand. The brilliance of a diamond depends heavily on its cut.

Apart from the general shape of the diamond, "cut" refers to the reflective qualities of the diamond. A good cut gives a diamond its brilliance, i.e. the brightness that seems to come from the very heart of a diamond.

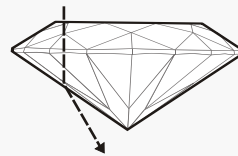
As shown in the images below, when a diamond is well-cut, light enters through the table and travels to the pavilion where it reflects from one side to the other before reflecting back out of the diamond through the table and to the observer's eye. This light results in brilliance, and it's this flashing, fiery effect that makes diamonds so mesmerizing.



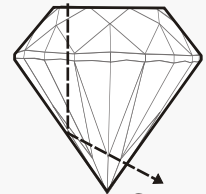
Ideal Cut



Fine Cut



Shallow Cut



Deep Cut

In a poorly cut diamond, the light that enters through the table reaches the facets and then 'leaks' out from the sides or bottom of the diamond rather than reflecting back to the eye, causing the stone to appear dark. Less light reflected back to the eye means less brilliance.

Certain proportions have been found to radiate the maximum amount of brilliance. The most important factors are how the depth compares to the diameter, and how the diameter of the table compares to the diameter of the diamond.

Because cut is so important, several grading methods have been developed to help consumers determine the cut of a particular diamond. In general, these grades are: **Ideal, Premium, Very Good, Good, Fair & Poor**

Selecting the grade of cut is really a matter of preference. To make the best selection, you need to understand the various grades. Please note that the descriptions below are general guidelines.

Ideal Cut

This cut is intended to maximize brilliance. Ideal cut diamonds generally have smaller tables, complemented by a great deal of light dispersion, or fire. GIA's Excellent-Excellent stones, as well as AGS 000 stones fall into this category. This category applies only to round diamonds.

Premium

Also intended to provide maximum brilliance and fire, premium cut diamonds can be generally found at slightly lower price points than Ideal cut diamonds.

Very Good

These diamonds reflect most of the light that enters, creating a good deal of brilliance. With these diamonds, the cutters have chosen to stray slightly from the preferred diamond proportions in order to create a larger diamond.

Good

Diamonds that reflect much of the light that enters them. Such stones result from the cutter's choice to create the largest possible diamond from the original rough crystal, rather than cutting extra weight off to create a smaller Premium quality diamond. Diamonds in this range offer an excellent cost-savings to customers who want to stay in a budget without sacrificing quality or beauty.

Fair & Poor

A diamond graded as fair or poor reflects only a small proportion of the light that enters it. Often these stones are bought and re-cut into Ideal or Premium cuts, such that a more brilliant stone is produced by sacrificing some weight.

Clarity

Most diamonds contain some inner flaws, or inclusions, that occur during the formation process. The visibility, number and size of these inclusions determine what is called the clarity of a diamond. Diamonds that are clear create more brilliance, and thus are more highly prized, and priced.

A diamonds clarity refers to the presence of inclusions on and within the diamond crystal, including scratches, blemishes, trapped air bubbles, or trapped non-diamond mineral material resulting from the harsh stress that the crystal undergoes through its formation and production stages. Diamonds with few or no inclusions are extremely rare and are therefore much more expensive.

Diamonds are graded for clarity under 10x loupe magnification. Grades range from Internally Flawless, diamonds which are completely free of blemishes and inclusions even under 10x magnification, to I3, diamonds which possess large, heavy blemishes and inclusions that are visible to the naked eye.

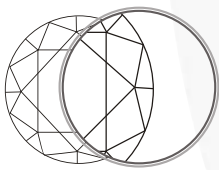
F- IF: Flawless or Internally Flawless. No internal inclusions. Very rare.

VVS1-VVS2: Very Very Slightly Included. Minute inclusions very difficult to detect under 10x magnification.

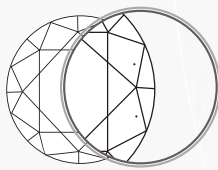
VS1-VS2: Very Slightly Included. Minor inclusions invisible to the naked eye and seen only with difficulty under 10x magnification.

SI1-SI2-SI3: Slightly Included. Noticeable inclusions very difficult to detect under 10x magnification.

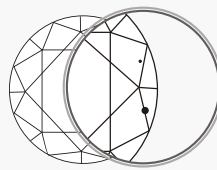
I1- I2-I3 : Included. Inclusions visible under 10x magnification as well as to the human eye.



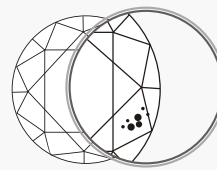
F-IF



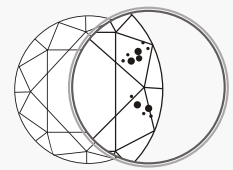
VVS1-VVS2



VS1-VS2



SI1-SI2



I1-I2-I3

While the presence of clarity characteristics do lower the clarity grade of a diamond, they can also be viewed as proof of a diamond's identity. GIA certificates include what is known as a "plot" of a diamond's inclusions -- think of it as a "diamond fingerprint." Since no two diamonds are exactly the same, comparing the uniqueness of your diamond's clarity characteristics with the plot provided on the diamond certificate offers assurance that the diamond you pay for is the same diamond you receive.

While Flawless diamonds are the rarest, a diamond does not have to be flawless to be stunning. In fact, until you drop to the "I" grade, a diamond's clarity grade has an impact on the diamond's value, not on the unmagnified diamond's appearance.

Diamonds with VVS, VS, & SI grades are excellent choices for both value and appearance. In fact, even stones with I1-I3 grades are often an excellent value since not all "visible" flaws are "equally" visible.

Color

Colorless diamonds are the most desirable since they allow the most refraction of light (sparkle). Off white diamonds absorb light, inhibiting brilliance.

Generally, the color of a diamond refers to the presence of the amount of yellow or brown taints in a white diamond. Note: the more colorless a diamond, the higher its value. The color results from the presence of certain elements in the surroundings of the diamond crystal during its formation stages. The formation process of a diamond ensures that only a few, rare diamonds are truly colorless.

Fancy color diamonds do not follow this rule. These diamonds, which are very rare and very expensive, can be of any color including red, blue, and green. Unlike white diamonds, the more intense the color, the more valuable the stone.

To grade 'whiteness' or colorlessness, most jewelers refer to GIA's professional color scale that begins with the highest rating of D for colorless, and travels down the alphabet to grade stones with traces of very faint or light yellowish or brownish color. The color scale continues all the way to Z.



While diamonds of D-F color are naturally most valuable because of their rarity, faint yellow diamonds also appear colorless to the untrained eye. In fact, if working with a tight budget, even an M-N color diamond set in yellow gold would go unnoticed. Keep in mind that, while most people strive to buy the most colorless diamond they can afford, there are many people who actually prefer the warmer glow of lower-color diamonds.

Fluorescence

Fluorescence is an effect that is seen in some gem-quality diamonds when they are exposed to long-wave ultraviolet light. Under most lighting conditions, this fluorescence is not detectable to the eye. While most gemologists prefer diamonds without this effect, some people enjoy it. It's really just a matter of aesthetics.

Carat

A carat is the unit of weight by which a diamond is measured. Because large diamonds are found less commonly than small diamonds, the price of a diamond rises exponentially to its size. Read this guide to get a better understanding of what a carat is and how it affects the appearance of a diamond.

A carat is a unit of measurement, it's the unit used to weigh a diamond. One carat is equal to 0.2 grams.

Large diamonds are extremely rare and therefore have greater value per carat. For that reason, the price of a diamond rises exponentially to its size.

Deciding on carat size is really about striking a balance between size and quality, in the right budget. If she prefers larger jewelry items, and you are working within a budget, you can still find a larger diamond of excellent quality gem by selecting one which is graded slightly lower in terms of color and clarity.

Since its origins in 1916,

The Supergems group has maintained a tradition of trust and service through generations, leading the evolution of the diamond industry with a unique energy and passion for the business. Still today a family business run by professional teams, the group's strength is rooted deeply in its solid values, striving to offer every customer value-added quality products, complemented by efficient customized, yet personal service.

Today, the group strengths lie in manufacturing and marketing diamond services of the highest quality for different segments of the jewelry market, putting together products specific to each clients' requirements. With offices in New York, Antwerp, Tel Aviv, Dubai, Mumbai, and Hong Kong, the supply chain links our diamonds from mine to retailer, in all corners of the world.