

THE 4Cs

How to choose your diamond wisely

1. CARAT

The weight of a diamond is expressed in carats. 1 carat = 0.2 grams and 1 carat = 100 points.



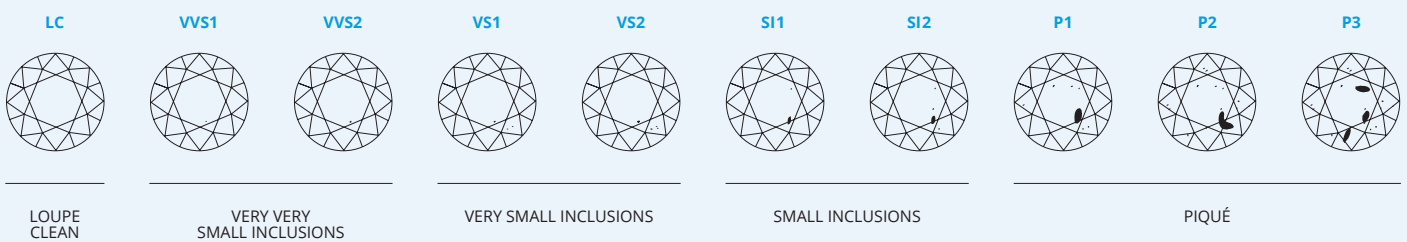
2. COLOUR

Most diamonds range in colour from colourless to slightly yellow. A perfect diamond has no colour at all.



3. CLARITY

All natural diamonds have traces of their growth history, as they are a product of nature. With clarity, we describe a diamond's purity.



4. CUT

A diamond's cut is essential to its beauty. When you cut a diamond, you adjust its proportions, symmetry and polish. The Cut is divided into 3 grades: proportions, polish and symmetry. Each grade is evaluated according to four parameters: Excellent, Very Good, Good and Fair.

