

PRESSLEYS
FINE JEWELLERY

Choosing a Pressleys Diamond



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Choosing a Pressleys Diamond

Choosing and buying a diamond is a uniquely exciting occasion. We believe that finding the perfect diamond should be a moment to enjoy and look back on with fond memories. That's why we take the time to help you choose the right one. Our highly skilled specialists are trained to guide you through the key characteristics of diamonds, more commonly known as the four C's.

Diamond Cut

Diamonds come in many shapes but six of these are the most popular:

- Round (brilliant)
- Oval
- Marquise
- Pear
- Emerald
- Princess (radiant)

The shape of a diamond is purely personal and won't affect the intrinsic value, unlike the cut, which is the most important consideration. A perfectly cut diamond will make the most of the light, giving it a pure brilliance. As light enters the diamond it is refracted internally from facet to facet before emerging through the top of the stone, producing a dazzling 'fire' that is unmatched by any other gemstone.

Diamond Colour

Most diamonds appear colourless or 'white', but many display hints of colour caused by the presence of other elements during the formation of the stone. These can be extremely subtle shades that are unnoticeable to the naked eye.

Diamonds are graded by colour. There are 23 gradings that have been agreed by major international laboratories. Only three of these are classified as colourless. The closer the diamond is to being colourless, the more valuable it becomes.

Diamonds with a strong, pure colour are also extremely rare and are called 'fancies'. Amongst these types of diamonds can be found gems that are pink, blue, yellow, green, orange and even black.

Diamond Clarity

Diamonds have distinguishing features called 'inclusions', which develop as the stone is being formed. It is normal for minute crystals, clouds and feathering to be found in most stones, even if they are only visible through a microscope. This is all part of a diamond's individual nature.

A diamond's value is determined by the number, type, colour, size and position of these 'birthmarks'. The fewer and less disturbing the inclusions - the more valuable is the diamond. The clarity of a diamond is graded by an international standard and there are seven categories.

Only a gem free from these internal or external inclusions can be graded as 'flawless' and these are extremely rare.

Diamond Carat

Bigger is not necessarily better. The weight or size of the diamond doesn't make it worth more because the value depends as much on the nature of the cut, clarity and colour.

One carat weight is equal to one-fifth of a gram and is divided into 100 point increments. So, for example, if a diamond is marked as 0.75ct, this means it is three quarters of a carat in weight or 75 points.

When mining diamonds only a few will actually create a stone that weighs more than one carat. As these large stones are relatively rare, a 2 carat diamond will be worth more than double the value of a 1 carat diamond of a similar cut, clarity and colour.

Note: Carat is a measurement of weight, not size and so the overall diameter (mm) could differ slightly and be larger or smaller, even though the carat weight is correct.