

How to Buy a Diamond –

Diamond Rings are priceless in terms of sentimental value – but affairs of the heart aside the key to a diamond’s commercial value is its rarity. A smaller stone can be worth more than a larger one provided it has more rarity factors. These are greater clarity and brilliance and fewer inclusions or internal flaws. Here’s how to find the brilliant best.

1. Determine what you want or can afford to spend.
2. Study styles. The traditional solitaire – a single diamond held aloft by a six prong setting – is still the most popular. See how bezel settings, where a slim border of platinum or gold surrounds a small diamond can make the gem look bigger.
3. Become fluent in the four Cs of the international language of diamonds. Which are: Carat Weight, Color, Clarity and Cut.
 - Diamond weights, not sizes are measured in metric carats. A single carat weighs about as much as a small paper clip. Carats are divided into fractions or decimal points. Jewelers should disclose precise amounts and ranges.
 - Letters represent diamond colors. These range from D (colorless – very rare and most desirable) to Z (light yellow or brown and less desirable). Winter-white diamonds look best with platinum, warmer shades with gold.
 - Clarity measures birth marks – internal flaws are called inclusions, external ones are called blemishes. These range from FL for flawless, VS1 for very slightly included and I3 for included.
 - Seek out a cut that maximizes brilliance, fire and sparkle.
4. Ask for an independent grading report which is your diamond’s detailed genealogy. Don’t buy a costly stone without one, since it’s your guarantee that you’re getting what you paid for.



Warning –

Don’t think of the diamonds in engagement rings as an investment. You’re already paying a markup when you buy retail.

Tips –

You’re local jeweler can have a unique report number laser inscribed on your diamond’s outer edge. If you ever have it resized or professionally cleaned, you can make sure you are getting your own diamond back. Grading reports and identification numbers also serve insurance purposes. You can get a copy of the industry’s helpful diamond booklet by contacting the [Gemological Institute of America](#).

Where to buy a diamond –

There are hundreds of thousands of reputable jewelry stores and dealers that will provide the utmost customer consideration and an iron clad guarantee. Our favorites are:

[Ultra Diamond](#)

[Harris Michael Jewelry](#)

[Goldenmine](#)

Thanks to [Foxy Kitty Shopping Mall – Jewelry Source](#) for sharing this info with us.