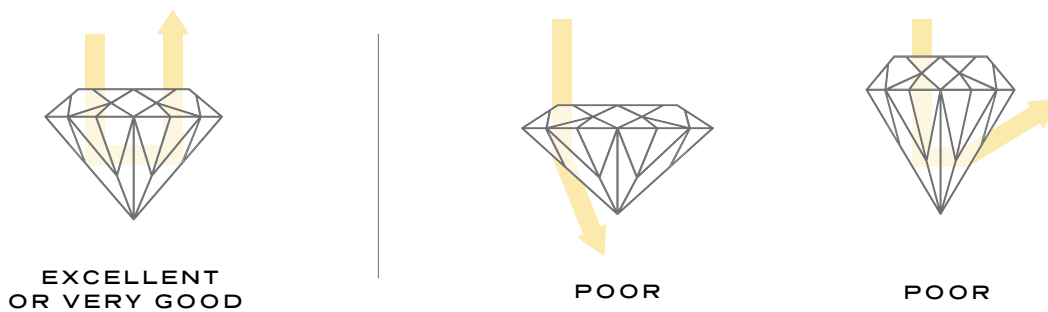


AN INTRODUCTION TO THE 4CS

The 4 C's refers to the color, cut, clarity and carat weight of a diamond. These collective features affect the overall quality and value of the diamond.

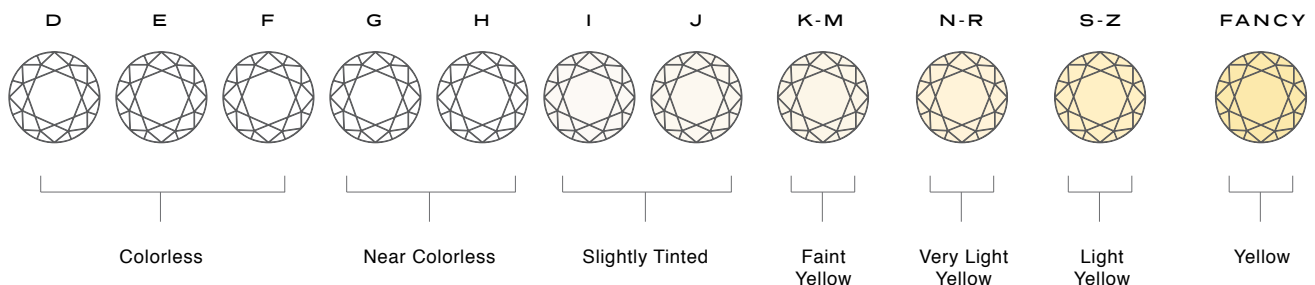
CUT

A diamond's cut refers to the angles a craftsman carves into a raw diamond to make it a polished diamond. These crucial cuts are rooted in scientific formulas and proportions designed to optimize the reflection and refraction of light within a stone. Of the "Four Cs," cut is considered the most significant factor in determining a diamond's value as it greatly influences on the diamond's fire, brilliance and scintillation.











COLOR

Counterintuitively enough, color actually refers to a lack of color in a diamond which can have a natural yellow tint. Therefore, colorless diamonds are rarer and more valuable. Color ranks as the second most important diamond characteristic, just after cut which creates that immediately impressive sparkle.
















CLARITY

Clarity refers to a ranked scale of perfection or how few blemishes and inclusions there are within the diamond. This rating is determined by the number, size and location of the imperfections relative to the size of the diamond and their overall impact on the appearance of the stone.

GRADE	FL	IF	VVS1, VVS2	VS1, VS2	S11	S12, S13	I1, I2	I3
								
CATEGORY	Flawless	Internally Flawless	Very Very Slightly Included	Very Slightly Included	Slightly Included		Included	

CARAT

A carat is the unit of measurement for the stone's weight—not its size. Although the term carat is the most frequently used when describing a diamond, it is not the most accurate representation of its overall value. The diamond's cut grade and top diameter—or how the stone will look when set in the ring—can give the illusion of a larger diamond.

						
1/4 Carat 4.1 mm	1/3 Carat 4.4 mm	1/2 Carat 5.2 mm	3/4 Carat 5.9 mm	1 Carat 6.4 mm	1 1/4 Carat 6.5 mm	1 1/2 Carat 7.4 mm
						
1 3/4 Carat 7.8 mm	2 Carat 8.2 mm	2 1/2 Carat 8.8 mm	3 Carat 9.4 mm	3 1/2 Carat 9.7 mm	4 Carat 10 mm	