

ADVERTISEMENT

# Invincible Love

Diamonds that say *I do!*



## Reflect Your Feelings

When a jeweler mentions a diamond's "cut," he is not referring to shape, but rather to the diamond's reflective qualities. The quality of the cut is often considered the most important of the "four C's:" cut, color, clarity, and carat. The cut gives the diamond its brilliance. Every angle determines how the diamond will reflect light. Work with your jeweler and train your eye by viewing a range of diamonds from ideal cut and premium, to even fair and poor cuts in order to recognize the best sparkle. Depending on how well the diamond was made, two diamonds of equal weights and grades could have up to a 50% difference in value.

## Absence Makes the Heart Grow Fonder

The absence of color in a diamond allows more light to pass through it. The more light that passes through, the more resplendent the effect. But a truly colorless diamond is few and far between. Diamonds are graded on an alphabetical color scale, beginning with the letter "D." Diamonds "D" through "F" are practically colorless, "G" to "I" is near the colorless range, but "J" will show color to the untrained eye. Your setting also can affect how the color grade might appear, so be sure to enlist your jeweler's advice.



A beautiful diamond is much like love itself — rare and precious. In ancient Greece, the stone was known as "adamas," meaning invincible. Whether it's your engagement or an anniversary present, gifting a diamond recognizes an invincible bond. Purchasing requires thoughtful diligence — *does she prefer a certain cut? Which cut or size is best suited for her hand? It also requires careful consideration — what setting spotlights the diamond? How should I assess the diamond's value?* As you work through the diamond buying process, turn to a trusted jeweler to help make your purchase stress-free for the happiest, and most exciting, time of your life.

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## The Heart Has Its Reasons

Clarity and love don't always go hand in hand, but clarity on a diamond is a key factor. A diamond's clarity refers to blemishes inside the diamond, including crystals, gas bubbles, and even other gems. Like people, most diamonds have flaws. Diamonds are created under extreme pressure, while natural diamonds are often affected by their environment. Not to mention the cutting process. Don't be turned off by a little bit of baggage. A Grade "F" diamond (the only time getting an "F" is a good thing), is flawless and extremely rare. The scale continues based on identifications under 10x magnification. VS2 to SI 1/2 grades are considered a happy marriage of value and appearance. But remember, clarity only impacts the diamonds cost, not its unmagnified appearance, so also consider diamonds considered "eye-clean," which lends affordability.

## The Weight of Love

Your budget will ultimately determine the carat of the diamond you purchase. Size is never a measure of your love, and your ring is a commitment to a partnership forever. What's bigger than that? Always consider what you can afford comfortably — money problems are no way to start a marriage. Aim to strike a balance between size and quality, and also consider the size and shape of her hand. Equally important is the setting, which can also make the ring appear larger, and sometimes even smaller, so discuss options with your jeweler that best serve the center diamond. ■

Buying the ring she'll love, and the one you'll be proud of, requires the guidance of an expert jeweler. Houston Jewelry strives to find the perfect diamond for every customer, at every budget. The knowledgeable staff offers trusted guidance every step along the way. You'll feel invincible when you walk out the door.

*Houston's Diamond Buying Experts*



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