

“Each of us is like a diamond, and each of us has the potential to be brilliant.”

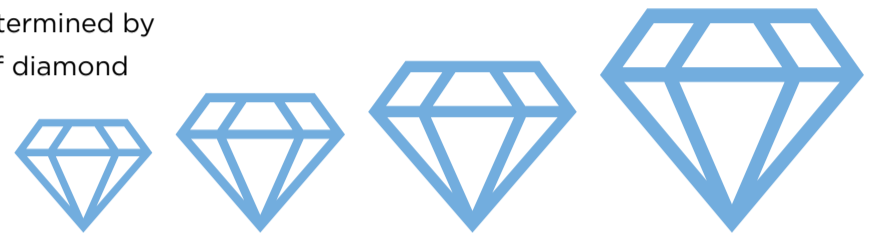
Simon T Bailey

THE FOUR Cs

The commercial value of a diamond is determined by the ‘4 Cs’

C1: CARAT

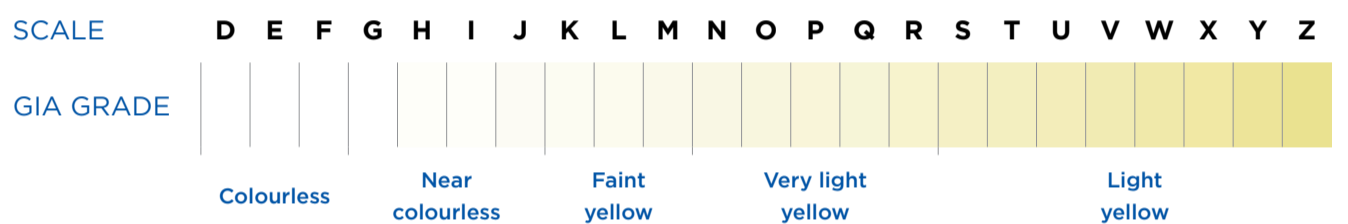
The value of a diamond is partly determined by its weight and the price per carat of diamond rises proportionately with size.



C2: COLOUR

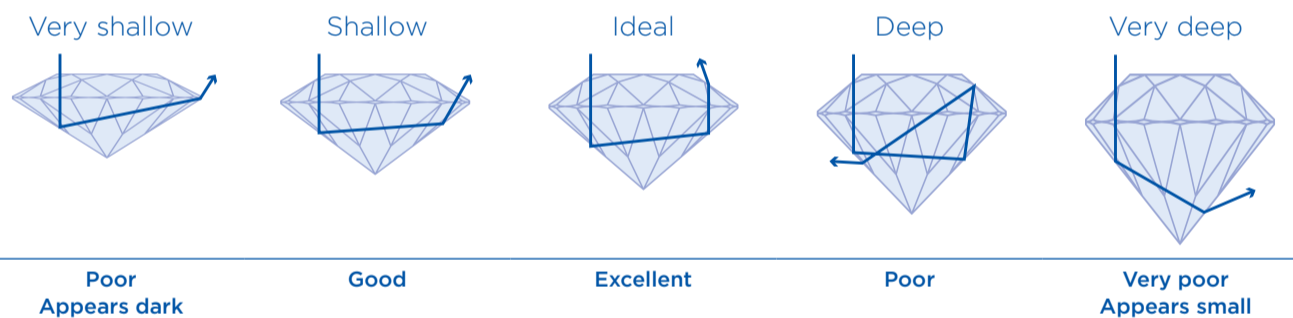
The presence of noticeable colour may reduce a diamond’s ability to reflect light. Usually, the most valuable diamonds have little to no detectable colour. Coloured stones, like red, pink and blue, are very rare and highly prized.

GIA colour grading scale



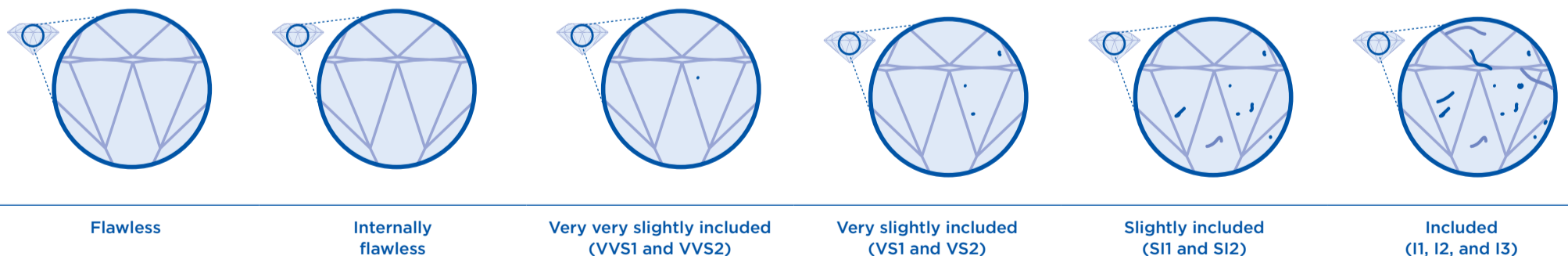
C3: CUT

Cut refers to the evenness, symmetry and angle of a diamond’s facets, is crucial to its ability to reflect light, and has the greatest influence on its beauty.



C4: CLARITY

Clarity refers to the degree to which imperfections are present in a diamond. The fewer imperfections or inclusions within a stone, the rarer and the higher its value.



DID YOU KNOW?

The ancient Romans and Greeks believed that diamonds were tears cried by the gods or even splinters from falling stars and that Cupid’s arrows were tipped with diamonds.