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Demystifying Diamonds One Carat At A Time: Part 2

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Part two in our series that takes a deeper dive into the 4Cs of diamond buying; answering your important questions that go beyond Cut, Color, Clarity, and Carat.

What average diamond size do people buy?

Carat size is probably the most talked about diamond characteristic and the question is usually, “how many carats?” But when you look for an average diamond size, it’s nearly impossible to get a straight answer. Averages vary greatly by area, from larger (over 1-carat) sizes in major metropolitan cities to smaller (around 1/2-carat) in more rural areas. Selecting a diamond size that’s right for you comes down to personal preference and budget.

How do I choose the most brilliant diamond?

Finding the most brilliant diamond for your money—the one with stunning sparkle—comes down to cut grade. The better the cut grade, the more your diamond will sparkle. It is the most important of the 4Cs and we recommend choosing the highest cut grade within your budget, Very Good or better, if possible.

Where can I sacrifice to get the biggest stone?

Once you’ve set your budget, it’s all about what qualities are important to you. If size is your highest priority, then sacrificing on color or clarity might make sense because those are the qualities that will be the least noticeable to the naked eye. (Keep in mind, however, that the larger the diamond, the more color and clarity become noticeable.) No matter what, if the cut grade remains high, your diamond will be absolutely brilliant.

What is “girdle and culet”?

Well, it’s actually “girdle” and “culet.” These two unusual and commonly misread diamond terms refer to important characteristics of your diamond’s cut and proportions. The girdle is the perimeter intersection of the crown (top) and pavilion (bottom) of the diamond. It’s important to look at the thickness of the girdle, listed on your Diamond Grading Report. Too thin and your diamond will be more susceptible to

chipping; too thick and you've got wasted weight in the middle of the diamond that will cause it to look smaller than others of similar carat weights.

The culet is a tiny facet at the very bottom point of your diamond, where all of the pavilion facets meet. The preferred culet is one that is invisible to the unaided eye. Otherwise you may see a dark spot where light leaks out the bottom of your diamond. Look for a diamond with a culet graded "none" or "small" and you should be set.

How do I make a decision sight unseen?

Comparing certified diamonds without seeing them is actually pretty straightforward. With a GIA Diamond Grading Report, all of the measurable characteristics of the diamonds are laid out for you. Once you decide what's most important to you, such as clarity vs. color, you can easily compare one diamond with the next. Along with our 360° video technology, which puts you in control of viewing diamonds before you buy, you should have everything you need to make an informed decision.

Top that with our 30-day money back guarantee and there's nothing standing between you and the diamond of your dreams.

Read Part 1 for more commonly asked questions.