



# Price of Diamonds Newsletter



Comprehensive up to date news and information on diamonds

*Where the world comes to find out about diamonds*

November 2011

Volume 1 Number 1



 JAMES ALLEN®



DESIGN YOUR OWN  
ENGAGEMENT RING



## NEWSLETTER OF THE PRICE OF DIAMONDS WEBSITE

### Price of Diamonds Newsletter November 2011 Edition

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### ~ Introduction ~

Welcome to the first edition of the Price of Diamonds Newsletter.

Our aim is to provide you with useful information and news on the subject of diamonds and gemstones. Feedback and useful news and information is welcomed as is articles for submission. No guarantees on what will be accepted and printed of course. If your not sure email me for guidelines.

I do hope you enjoy this regular newsletter and get lots of use out of it.

Michael

Price of Diamonds

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## The Diamond 4Cs

**F**irst in the series on the basics of diamonds is an overall look at the characteristics of diamonds.

4Cs of diamonds, as they are commonly called, are the four main characteristics by which a diamond is valued or the price of a diamond is arrived at. It is important, when you go out to buy a diamond that these are understood and known. These are Cut, Color, Clarity and Carat Weight.

### Diamond Cut

The first of these is the Cut. The cut of the diamond is very important. It is this that determines the diamonds brilliance. This is made up of a number of measurements that determine the amount of light that enters and is reflected back out of the diamond. A diamond with many other beautiful and perfect characteristics can have little sparkle if the cut is incorrect or poorly done. The cut of the width and the depth can have a marked effect upon the brilliance and it takes a master diamond cutter to bring this out in a diamond.

There are basically eight cuts of diamond.

- Round Brilliant
- Emerald Cut
- Princess Cut
- Heart Cut
- Oval Cut
- Marquise Cut
- Pear Cut
- Round Brilliant

Additional cuts have been introduced over the past few years and doubtless many others will appear also. More information on the diamond cut can be found here on the [Cut](#)

### Diamond Color

The second important characteristic is the color of the diamond.

Diamonds colors are graded into 13 colors or tints with pure white being the top, **D** grade, to a poor yellow being the bottom, **Z** grade. It is important to know the color of the diamond you are going to buy as it can make a tremendous difference to the price of the diamond.

With a pure diamond in which there are no impurities or defects the color will be completely absent and the diamond is perfectly transparent. These are rare of course and command the highest price of any diamond. As one moves down the color scale the grade changes to more color and less value.

This does not apply to colored diamonds, such as the Hope diamond for example. Red diamonds are considered the rarest of all.

Information on the colors, complete with a list, can be found here [Color](#)

### **Diamond Clarity**

Clarity is the next grading method and describes the quality of the diamond as regarding imperfections called inclusions, and surface defects called blemishes. Most of the inclusions you find in diamonds do not affect the performance of the diamond but where you have large clouds of imperfections then that will affect the ability of the diamond to transmit and reflect light resulting in less sparkle.

In addition if there are any cracks in the diamond this will make it prone to fracture and even break. This is why it is important to examine a diamond free of any clasp or prongs. present in gem-quality diamonds do not affect the diamonds' performance or structural integrity. However, large clouds can affect a diamond's ability to transmit and scatter light. Large cracks close to or breaking the surface may reduce a diamond's resistance to fracture.

Some advantages with inclusions and blemishes is that it makes the diamond easy to recognize, but it is the "flawless" that command the best diamond price.

Further information is available at [Clarity](#)

### **Diamond Carat Weight**

The carat is a unit of mass used for measuring gems and pearls, and is exactly 200 milligrams. The last grading is Carat Weight. The weight of the diamond is perhaps the most important way of valuing them.

Diamonds are weight in carats which refers to how much they weigh which give you an indication of their size since all diamonds have the same hardness and one carat weight for all diamonds is the same weight and size.

The diamond weight is measured in units called carats. One carat is divided into 100 parts. Each part is called a point. A diamond that weighs one (1.00) carat also weighs 100 points. A carat weighs .2 grams.

Extensive information and a chart of the main diamond weights can be found at [Carat weight](#)

These are the four main ways of grading diamonds. There are other factors which get taken into consideration but, in the main the 4c

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Price of Diamonds



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## Diamond Dealer of the Month

*James Allen  
Professional Jewelers*

Read this write up and find out who James Allen Professional Jewelers are before you buy any diamonds from them. Always do due diligence and find out all about a diamond dealer before you buy diamonds from them.

### Who are James Allen Professional Jewelers

James Allen was original founded in 1998 by James Allen Schultz and his wife Michele Sigler, Their corporate office is in central New York at 6 East 45th Street New York City. James Allen has had a better Business rating of A+ since 2000

Their website <http://www.jamesallen.com> has been online since August 2004. Their website is very comprehensive and has a number of facilities and feature designed to make the purchase of diamond jewelry as effortless as possible.

### James Allen Customer Service

One notable feature about James Allen is that all the diamonds you see featured on the <http://www.jamesallen.com> website are real actual diamonds and can be inspected using their remarkable Virtual Loupe feature. James Allen are contactable from their website on an extended hours service. They are

contactable by phone Monday to Friday 9am to midnight and 10 am to 6pm Saturdays and Sundays.

As well as English of course, their website is also available in Chinese, Spanish and Russian.

James Allen, subscribes and is in compliance with the Patriot Act, the Kimberly Process, and various United Nations resolutions, and the diamonds they sell have been obtained using legitimate means and is certified conflict-free.

Every diamond sold carries with it a GIA Report and that report can be viewed on site also with the diamond.

They have a number of useful features such as:

A Virtual Loupe for inspecting diamonds and gemstones on the website closely.

A free ring sizing kit.

A very extensive design your own engagement ring, diamond studs or diamond pendant. This is probably where most people would go as they can sit and design at leisure their own personal diamond jewelry.

A tax and shipping calculator for every country they service.

A very comprehensive Frequently Answered Questions (FAQ).

A 3HDTM Player. Here one can view in a movie of various types of engagement rings and see what they look like from every angle and even on a hand.

## Price of Diamonds

Yes. Every finished engagement ring or piece of fine jewelry valued at \$1,000 or higher will be accompanied by a full insurance valuation.

### James Allen Jewellery Products

James Allen have a very comprehensive jewelry range including:

Hearts & Arrows Collection  
Diamond Comparison  
Matching Pairs Search

Solitaire Settings  
Pave Set Rings  
Channel Set Rings  
Settings With Sidestones  
Three-Stone Rings  
Gemstone Settings  
Contemporary/Tension  
Matched Wedding Sets  
Danhov Rings

Classic Wedding Rings  
Ladies Carved Rings  
Ladies Diamond Rings  
Ladies Anniversary Rings  
Ladies Eternity Rings  
Men's Carved Rings  
Men's Diamond Rings  
Alternative Metal Rings

Diamond Jewelry  
Rings  
Studs  
Bracelets  
Pendants  
Solitaire Pendants  
Necklaces  
Earrings

Gold Jewelry  
Rings  
Earrings  
Hoops  
Necklaces

Pendants  
Bracelets

And much more including Designer Jewelry such as the Danhov Collection and Leon Popov Butterflies.



### Special Feature, Design Your Own Engagement Ring

James Allen has a special feature where you can design your own engagement ring. With this feature you can select from a number of ring types, metals and sizes as well as pick from hundreds of different settings and thousands of different diamonds. You have the option of choosing from their database of diamonds, or picking from diamonds specially-selected by their gemmologists.

### James Allen Payment Policies

James Allen offer several payment options. Among them are wire transfer, personal check, certified check or money order, as well as all major credit cards. They accept major credit cards such as Visa, MasterCard, American Express, and Discover. They also accept all PayPal, Google Checkout,

Many customers purchasing items valued over \$1,000 prefer paying by wire transfer and wire transfer orders receive a 1.5% discount from their listed price. Customers paying by wire receive wiring instructions once they have completed the check-out process. James Allen require confirmation from their bank that

a wire transfer has been completed before items

can be shipped. All international orders, or order in excess of \$20,000 can only be paid via bank wire.

James Allen only collects sales tax on orders that are shipped to Maryland and New York.

### **Shipping**

JamesAllen.com provides fast, free shipping on all order destinations within the continental United States, regardless of order amount. In addition to free shipping, James Allen ensure all items are securely packaged and fully insured while in transit.

They will ship diamonds to the U.S., Canada and internationally to a home, business, APO, or nearest FedEx location. They ship to most major countries. A full list is on site.

### **100% Money back Guarantee**

Diamonds and diamond jewelry are very special and important purchases that take time to inspect and consider. Therefore James Allen provides 30 day return period. If you are not satisfied with your purchase, you can return your purchases to their offices within 30 days of the shipment date for a full refund or exchange.

### **James Allen Upgrade Policies**

Naturally, James Allen wants to be your online jeweler for life. For that reason, James Allen makes every effort to ensure the customer's current and future purchases are fully satisfying.

### **Lifetime Warranty**

James Allen offer a lifetime warranty? On all items they sell. This lifetime warranty on your jewelry covers services like cleaning, polishing, prong tightening and rhodium plating and all available for just a small shipping charge. The lifetime warranty also covers the loss of side diamonds, assuming that the loss was not

caused by damage.

### **Return Policy**

Any diamond purchased from James Allen can be exchanged for 100% credit towards a new purchase valued at least 2x the original amount. The diamond being upgraded must be in original condition and accompanied by original laboratory grading document. They can also remodel most rings to accommodate the new diamond for a minimal charge.

There is also a two-year buy back policy. If you need to sell your diamond for any reason, James Allen will buy back your loose diamond for 70% of the original purchase price. The diamond must be in original condition and accompanied by original laboratory grading document.

It should be noted .however, that their buyback program only applies to loose GIA or AGS graded diamonds and does not apply to engagement rings or other fine jewelry.

### **Last word on James Allen Professional Jeweler**

<http://www.jamesallen.com> are a professional jewelers out to capture the consumer market with the best possible customer service and after sales service.

They are certainly recommended as a professional jewelers to use online.

If you have bought any diamonds or jewelry from <http://www.jamesallen.com>, please feel free to leave your feedback on the quality of service and products of James Allen regarding any complaints and special attention or service given by James Allen Professional Jewelers online.

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## Diamond Quotes & Jokes

### Diamond Quote

*"Better a diamond with a flaw than a pebble without one."*  
*Old Chinese Proverb*

### Jokes

A lady entered a jeweller's and said "You sold my husband a diamond ring yesterday but it's the wrong size".

"No problem madam, we can adjust the finger size easily".

"Oh, you don't understand, you sold him a one carat size, and I take a five carat size"

Goodness, what a beautiful diamond ring you're wearing Miss West!"

"Goodness had nothing to do with it!" replied Mae.



## ~ Diamond World News ~



### **SOLD!** **The Stars of Africa floating diamonds collection**

Royal Asscher Diamond Company recently launched its Stars of Africa floating diamonds collection at Harrods in London on the 8th of October 8, 2011. Harrods will boast the largest collection of jewellery from the Stars of Africa floating diamonds collection across all of U.K., including rare and limited editions from the collection.

**The Stars of Africa floating diamonds collection** – This collection was introduced by Royal Asscher in 2009 as part of its efforts to benefit its Africa-focused fundraising initiative. Funds generated from the collection are driven to support healthcare, education and self sufficiency programs in Africa. The collection offers rings, earrings, pendants and cufflinks made with diamonds encased within fluid-filled sapphire domes. The design allows the diamonds to float freely giving the appeal of cascading diamonds that emit light, fire and beauty.

Harrods, London's famed luxury department store that showcases unique designs of luxurious jewelry, now has added a feather to its cap. Royal Asscher Diamond Company responsible for cutting some of the most famous diamonds in the world has launched its latest collection known as 'Stars of Africa floating diamonds', which is a rare treat to eyes.

This collection was actually launched in 2009 that is a tribute to the Royal Dutch family for the extension of the Royal title earlier this year. Harrods will display and retail the largest items of this Stars of Africa jewelry in UK. The collection includes rings, earrings, bracelets, cufflinks and pendants of several designs that will appeal you in the most desirable manner. Every piece is uniquely designed in a case that has diamonds and other rare stones. The stones flow with the help of special fluid filled in the case that adds glitter and elegance to the stone.

The Stars of Africa collection not only adds beauty to the wearer but also benefits Royal Asscher's Africa focused fundraising initiative. This initiative also focuses at the improvement of the infrastructure of Africa. According to Mike Asscher, who is in charge of the development of the Far East business, "The world's most famous luxury department store is a perfect fit and we are very proud that the Stars of Africa Collection is now being sold within the vicinity of the true Star of Africa: the Cullinan diamond."

Just 55 rings are being fashioned for this limited edition collection. The rings that are custom made to pay homage to the Dutch Royal family are orange and white diamonds set in 18k white gold. Floating in medium size rings the colored diamonds looks

breathtaking on the shank of the ring. Earlier this kind of floating diamond jewelry was created by Chopard in the form of free flowing diamond bejewelled watches. Jewelry lovers may also check out the list of most expensive jewelry of the royal families.



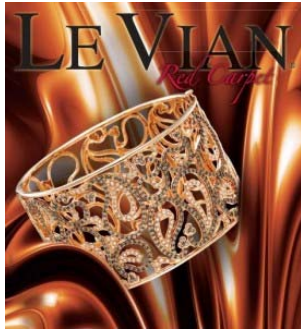
## Mined out town appeals to De Beers: 'Our suffering is forever'

A small South African community 300km north of Cape Town is taking on De Beers over the diamond giant's plans to sell its 970 square km Namaqualand properties to a much smaller outfit already operating in the area.

Locals say Trans Hex, which will assume responsibility for rehabilitation, has a poor track record in the area, lacks financial clout and the environmental management programme put together by De Beers already falls far short of what is needed to clean up almost a century of opencast mining in the biodiversity hotspot. In a video (after the jump) community spokesperson David Markus says a diamond may be forever for De Beers, but for his people, "it's the suffering that's forever."

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## Chocolate Diamond Cuff Bracelet



**H**ere is the latest offering from Le Vian's Chocolate Diamond line. This gorgeous piece features natural white and chocolate diamonds in gold. This bracelet has been spotted numerous times on celebs walking the red carpet, and is now available to the public.

## World's first diamond ATM launched in India



Mumbai though it would lead the pack and become the first city in the world to launch a diamond-dispensing machine.

The Gitanjali Group, which claims to be the world's biggest integrated manufacturer of branded jewellery, opened the machine in a luxury shopping mall in the city on Sunday and said that it already served a "substantial number of customers".

It hopes to roll out 75 more of the ATMs - which also sell gold and silver coins - in shopping malls, airports and at Hindu temples.

Gitanjali Group chief Sanjeev Agarwal said: "The machine is a first of its kind anywhere in the world and will further revolutionise the processes by which precious metals and jewellery is bought.

"It has a particular significance in India, where usually such items are purchased as tokens to observe traditions on auspicious days.

"But it also offers choices for occasions like Valentine's Day, or to a husband who forgot an anniversary or his wife's birthday!"

With prices ranging from 1000 rupees (\$20) to 30,000 rupees, customers can pay by cash or credit card for products ranging from gold coins etched with an image of Lakshmi, the

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Hindu goddess of wealth, to diamond-studded pendants in the shape of a swastika, which in India is an ancient religious symbol of unity.

Jammy Gagrath, a 47-year-old businessman, said: "This machine is going to be a problem for the gents. Ladies are going to keep on buying more and more every time they come here."

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## ~ In Short ~

Blue Nile launched a "Build Your Own Charm Bracelet" tool, which enables users to design their own Bracelet.

Zale implemented the NewComLink platform as part of a program to provide alternative financing options to its U.S. customers. Through the NewComLink platform,

JA Special Delivery Show Fails to Impress Exhibitors. Visitor traffic at the three-day JA New York Special Delivery Jewelry Show at the

Javits Convention Center was tepid, leading to less than impressive results.

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## Up and Coming Events

Dubai International Jewellery fair November 10 To 13, 2011 Dubai World Trade Centre  
Jewellery Arabia 2011 November 21 To 26, 2011

Fawzi Al Shehabi , Arabian Exhibition Management WLL,  
International Jewellery and Watch Show Abu Dhabi November 21 To 26, 2011  
Reed Exhibitions

Mon-Fri 7th to the 11th November  
Rapaport Melee Auction  
New York

Mon-Tue 7th to the 11th November  
Rapaport Single Stone Auction  
New York & Israel  
email: [auctions@rapaport.com](mailto:auctions@rapaport.com)

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## Diamond Glossary

**H**ere are some common words used in the Diamond Industry and in this newsletter.

### **4Cs**

Diamonds are graded and priced according to what is universally referred to as the "4C's". They are Cut, Color, Clarity and Carat Weight. Below an explanation of each of the 4Cs:

### **Appraisal**

A valuation of property by the estimate of an authorized person. With diamonds the appraisal is a written estimate of the approximate retail replacement value of diamond jewelry, which may be used for insurance coverage or other purposes. It is not the same as a grading report, which evaluates a diamond's characteristics (such as cut, clarity, carat, symmetry, etc.) only.

### **Blemish**

A scratch or abrasion on the surface of a diamond. Provided they do not interfere with the symmetry of the stone and do not interfere with light in the stone they are not considered important.

### **Brilliance**

brilliance is the white light that is reflected through the top of a diamond. This can be increase by the diamond being cut to the correct proportions to take advantage of the reflection of light from the facets to the brilliance.

### **Brilliant Cut**

A Brilliant Cut, sometimes called the American Brilliant, is a 58-facet round diamond,

This shape and faceting arrangement is designed for maximum brilliance, sparkle and beauty and is perhaps the most popular shape.

### **Carat**

Perhaps everyone know the term carat. The basic unit of weight for a diamond. A carat is equal to 200 milligrams, or one-fifth of a gram. It is said that the word is derived from the word carob. In early India the carob bean was used for measuring the weight of gems as every carob seed weighs exactly the same.

### **Clarity**

Clarity is the term given to indicate the purity of a diamond. Most diamonds have minute imperfections and the clarity is the way of grading the purity depending on the number of imperfections the diamond has or does not have.

### **Cloud**

A cluster of very small inclusions inside a diamond that give a cloud effect. Tiny clouds will not interfere with the flow of light, but large or numerous clouds can affect brilliance.

### **Color**

Diamonds are traditionally thought of as white or clear. But diamonds in fact do have color and this can be graded.

### **Crown**

The crown is the top section of a diamond, above its widest point, or girdle, that comprises the table, and the star-, bezel- and upper-girdle facets.

### **Culet**

A facet on the very bottom of a diamond. It is best to have a small or medium culet. A large culet will make it look like there is a hole in the bottom of the stone due to leakage of light. Absence of a culet makes the point of the diamond more easily damaged or chipped.

## **Cut**

This describes the shape of the diamond. There are basically eight cuts of diamond.

Round Brilliant  
Emerald Cut  
Princess Cut  
Heart Cut  
Oval Cut  
Marquise Cut  
Pear Cut  
Round Brilliant

Some of the most popular diamond cuts include Heart, Emerald, Marquise (Oval with pointed ends), Oval, Pear, and Princess with the Round Brilliant (R/B) probably being the most popular.

## **Depth % (percentage)**

The height of a diamond (measured from the culet to the table) divided by the width of the diamond. The depth % is critical to creating brilliance and fire in a diamond. A depth % that is too low or too high will cause light to leak out of the stone, causing the diamond to lose sparkle.

## **Depth**

The height of a diamond (measured from the culet at the very bottom to the large table facet on the top).

## **Diamond**

The simplest of all the gemstones consisting of pure crystallized carbon. A diamond crystallizes under enormous pressure deep beneath the earth's surface. Diamonds can be from 1 to 3 billion years old--more than two-thirds the age of the Earth itself. Diamond is also the hardest substance known to man. In fact, it can only be cut and polished by another diamond. Despite its hardness, however, it is not indestructible. If

a diamond is struck at the right angle, it can chip or break.

## **Eye-clean**

A diamond that has no inclusions visible to the naked eye -- flawless to the naked eye. This is normally true of all diamonds with a grade of about SI-1 or higher on the clarity scale.

## **Facet**

The polished flat surfaces on a diamond. For example, a round brilliant diamond has 58 facets including the culet.

## **Fair Cut**

Diamonds cut to less than perfect proportions. They have been cut to maximize the weight of the stone instead of enhancing the brilliance and sacrifice fire and brilliance. The less expensive stones may have good and very good cuts but will not have the same brilliance and fire that people would expect from a diamond.

## **Fire**

Fire is the colored light that is reflected from inside the diamond. Colored light reflected from within a diamond. As in a prism light entering a diamond is divided up into the spectrum. The better quality diamond with better proportions the better the 'fire' of the diamond. This is called "refraction" or "dispersion" in the diamond trade.

## **Fluorescence**

A glow, usually of a bluish color, which emanates from certain diamonds when exposed to ultraviolet light. Two thirds of all diamonds fluoresce to some degree but how they do so depends very much on the type of ultra violet light they are under.

## **Girdle**

this is the narrow band around the outer circumference of a diamond. This is where a jewelry setting holds the diamond in a ring.

### **Good Cut**

Diamonds cut with acceptable, but not perfect, proportions. They generally have very good brilliance and fire and make excellent jewelry.

### **Ice**

A colloquial word for diamonds, much favored by Hollywood in movies about gangsters. Ideal Cut diamonds are usually more expensive than all other cut grades. This is due to three major factors: 1) extra time and skill are required to cut to such precision; 2) they are in great demand, and perhaps most importantly, 3) more of the original rough diamond must be sacrificed to achieve ideal proportions. Ideal Cut diamonds are also round diamonds that are perfectly proportioned (having depth percentages and table percentages that some people feel produce a "perfect" balance of fire and brilliance). They almost always have the highest grades on polish and symmetry as well, indicating the great care taken in the overall fashioning of the stone. These diamonds have had the finest craftsmanship to maximize the beauty of the diamond.

### **Inclusion**

An impurity within a diamond, such as a spot or irregularity in the crystal structure of the stone. These can include a cloud, a fracture, another diamond inside the bigger one, liquid, etc. Inclusions can either be visible with the naked eye (usually SI-3 clarity and below) or visible only under magnification. Fewer inclusions means a finer clarity grade, increased rarity, and increased value.

### **Kimberlite**

Kimberlite is a mica peridotite and a source of rich deposits of diamonds. The deposits occurring at Kimberley, South Africa were the first recognized and the source of the name. The Kimberly diamonds were originally found in decomposed kimberlite which was colored yellow by limonite, and so was called "yellow ground." Deeper workings encountered less altered rock, undecomposed kimberlite, which miners call "blue ground."

### **Loupe**

A loupe is a small magnifying glass used to view gemstones. Usually 10x, or ten-power, magnification. The FTC requires all diamond grading be done under 10-power magnification; any flaws not detected under this magnification are considered to be non-existent by some dealers.

### **Make**

Make describes the quality of the finish and proportions of a diamond. A good make will have proportions that maximize brilliance and fire. A poor make will decrease sparkle and fire due to the loss of light as it travels through the stone. The cutter is responsible for the make of a diamond as he is the one that cuts it to achieve the maximum brilliance and fire.

### **Mica**

Any of a group of chemically and physically related aluminium silicate minerals, common in igneous and metamorphic rocks, characteristically splitting into flexible sheets used in insulation and electrical equipment.

**Mohs Scale**

The Mohs scale is a table of relative hardness that ranks a mineral's strength and durability on a scale from 1 to 10, with 1 being talc and 10 being diamond. Developed over 100 years ago by Frederic Mohs.

**Moissanite**

Moissanite is silicon carbide and is manufactured in a laboratory. It is virtually indistinguishable from diamonds and it takes a real expert with special equipment to be able to tell the difference.

**Pavilion**

This is the bottom half of a diamond, from the lower girdle to the culet tip at the bottom. The pavilion should be neither too deep or too shallow otherwise light will leak out and the diamond will lose fire and brilliance.

**Peridotite**

Any of a group of igneous rocks having a granite like texture.

**Point**

A measure of diamond weight. One point equals 1/100th of a carat. A diamond that weighs 0.50 carat is said to weigh 50 points.

**Polish**

A grade given to the external finish of a stone. The polish grades are from poor to excellent. Good polish is crucial for maximum brilliance of a diamond, but it takes a trained eye to distinguish between polish grades.

**Poor Cut**

Poorly cut diamonds with proportions and finish that make them look relatively lifeless to the eye. Such stones are ok for industry but not for jewelry.

**Sparkle**

The 'sparkle' of a diamond is the combination of fire and brilliance. The light that reflects out of a diamond as it moves. Sometimes called "scintillation" by older dealers.

**Stones**

A word for diamonds and other precious gems.

**Symmetry**

A diamond should be symmetrical. Symmetry is the grade used to describe the uniformity of

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the cut of the diamond. This can range from excellent down to poor. The un-symmetrical a diamond is the poorer will be the quality of light through the stone.

### **Table**

The top or large flat face of the diamond is called the table. It should be in proportion to the rest of the diamond to gain the best fire and brilliance.

### **Tourngat**

Diamonds cut to fit very strict requirements for depth percentage and table percentage. These outstanding proportions maximize fire and brilliance in the diamond. Also a region of northern Quebec.

### **Weight**

the weight of a diamond is measured in carats. A carat is .2 grams. A gram of diamond would be a massive 5 carats. Very large in dia-

mond terms although the actual diamond is physically small.

### **Wholesale**

Wholesale prices are listed PER CARAT to show this price difference. For instance, a 1/2-carat round brilliant diamond of G/VS2 quality may sell for \$3,600 per carat (\$1,800 for the stone), whereas a 1-carat stone of the same quality would likely cost \$6,300 per carat (\$6,300 for the stone) because it is twice the size and more rare.

### **Zirconia**

Also known as Cubic Zirconia, this is a substance often used as a substitute to genuine diamonds. It is a carborundum substance and easily told from diamonds due to being heavier than diamonds.

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