

Trust, trust, trust.....

Rule N°1 in all diamond transactions

In over 40 years of professional activity I've learned that there is no other aspect more important than the reliability of the people you work with to the point where I will say that it is "safer to buy a not certified diamond from an honest person than a certified one from a crook !"

Consumers who have no way of understanding or any kind of experience in the examination of diamonds will try to find information on the Internet and sadly enough that is the worst way to get any kind of diamond education as proven by the incredible amount of unreliable web sites.

There are no "miracles" only misleading proposals...



Princess cut diamond solitaire with diamond pave surround and princess cut diamonds on the shoulders

Warning!
The blue princess cut is a "treated" diamond!
Nowhere do they mention that vital information!!*



1.22ct Natural Fancy Intense Yellow GIA

natural daylight picture no enhancements



Colored Diamond Rings - Yellow Diamonds

6702 3.85ct Canary Yellow Diamond Ring 18K White Gold

Treated diamonds !!!
Careful, this is misleading it does not mention "Fancy, Natural Yellow diamond"

this picture was tweaked in Photoshop!



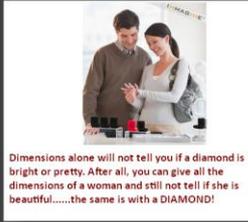
1.28 ct 1.15 ct 1.24 ct

so called "Antwerp" sourced diamonds in Ireland



atelier
PHILIPPE HARÔLD
1937

A diamond dealer in the USA gives common sense advise...



Dimensions alone will not tell you if a diamond is bright or pretty. After all, you can give all the dimensions of a woman and still not tell if she is beautiful.....the same is with a DIAMOND!

Help your customer to understand that NOT all diamonds with the same grade are equal!



If they look on BlueNile they will see prices on a 1ct G SI1 can range from approx \$5,000 to \$10,000. Ask your customer why is that??!! every G SI1 was the same then people would always buy the cheapest! Even with GIA's there are degrees with In certs. "A good SI1 could be better than a bad VS2!"

Try to help your customer to Look at the Diamond not the Paper!



There are so many diamond qualities that are not even listed on the cert! Brightness, scintillation, quality of the rough, position and relief of inclusions. These all determine beauty and are not found on a cert. Does your customer know where the inclusion is? How bright the stone is? All these translate to VALUE.

Tell your customer that diamond professionals look at the diamonds, not the paper, and that they should too.

A DIAMOND CERTIFICATE IS JUST A DESCRIPTION....



It is important for customers to remember that the purpose of a diamond certificate is to identify the gem and describe it in detail. That's all. Many customers feel as though a certification were some sort of seal of approval, some guarantee of high quality. It's not.

- Even if you read the disclosure on all GIA and EGL certificates it states that the

"This certificate is NOT an appraisal, guarantee, or warranty".

- The color and clarity are the OPINION of the lab at that time. The results may differ based on when or who grades the diamond. This is why the same diamond can go to the same lab and receive different grades! EGL even states on the bottom of each cert that

"Diamond grading is NOT an exact science and this report represents only the best professional OPINION of this company"

If it is just the opinion of one gemologist, why should it be so important?

Official-looking diamond reports impress customers and persuade them to buy, but not all those diamond certificates are equal. Some are reliable, some look good but lack info, some are loaded with hype, and some are just plain fake!

The Role of a Report

Retailers find that diamond reports improve sales. Jewelry cases may display lab reports alongside the jewelry. On line companies often advertise "certified diamonds," as though certification were some sort of seal of approval, some guarantee of high quality. It's not.

The purpose of a diamond report, or diamond certificate, is to identify the gem and describe it in detail. That's all.

A Good Diamond Report

Details. A complete, detailed description assures the owner that the diamond is of the purported quality and, in the event of a loss, it helps an adjuster make a fair settlement.

A lab report **doesn't address valuation.** Its concern is only the quality of the gem, not its current selling price.

Accuracy. How does the insurer, or the customer, know a lab report is accurate? As in all things where we are untrained, we rely on experts. And we look for experts with the best track records. Some diamond grading labs are more reliable than others.

For accuracy, we look to labs that have the best reputation for professional training and accuracy. We respect labs that are independent of selling jewelry.

For example, we can't recommend lab reports that include a valuation. The valuation is often significantly higher than the selling price, which suggests that valuation is inflated to make the sale price look good. That makes the report a sales tool, not a dependable analysis from an impartial lab. And if the valuation is inflated—that is, a lie—then the description of the gem is not to be trusted either.

Clarity Enhanced Diamonds



I've heard many misconceptions about clarity enhanced diamonds.

MYTHS

- They are NOT more fragile. A clarity enhanced diamond is just as strong and durable as any other diamond. The existence of microscopic amounts of filling material will not make the diamond more prone to breaking.
- The diamond's structure is not changed. Think of the glass filler they use on windshields. The diamond still has inclusions, but now you just can't see them.
- Enhancement is not affected by time.
- Ultrasonic cleaning, steam cleaning, or boiling water will NOT affect the enhancement. It will not come out in your hot tub.
- ONLY direct heat of a torch or strong acids can damage the treatment.
- What if the enhancement DOES come out? So what? Re-treating a diamond is very inexpensive and easy. The company you bought it from should do it for free. If not it ONLY costs around \$50 to re-treat it.



But... then they end up advising "treated diamonds" to entice customers with a very low budget to still spend money with them. In the USA it is -always- about money...

We refuse to sell treated diamonds.



BEWARE !!!

High-pressure high-temperature treatment

A small number of otherwise gem-quality stones that possess a brown body color can have their color significantly lightened or altogether removed by HPHT treatment,

In the past couple of months many (willing) victims have wasted their hard earned money by buying such diamonds whose value is less than 60% of the paid prices !

Who are the victims ?

People with budgets that are far too low for their expectations like:

2500 Euro for a 0.80ct diamond

3,000 Euro for a 1.00ct diamond

6,000 Euro for a 1.20ct diamond

8,000 Euro for a 1.50ct diamond

12,000 Euro for a 2ct diamond

We are here to help but we also expect a fair and honest exchange of information. No budget = no diamond. False budgets = disappointments and exposure to swindlers' bag of tricks.

[We do NOT swindle our customers!](#)

我們在信任的基礎上合作, 而建立互信所需要的是提供可靠的信息以及尊重專業意見

MORE SIZES AVAILABLE



real picture of real ring not photoshop tweaked

2.00ctw Round Brilliant Cut Diamond Claw Set Eternity Ring - Size K

£1,849.99 (inc VAT)
£1,541.66 (exc VAT)
 Standard Delivery Included*

Item # 820660

K

QUANTITY

Add to basket

notice how "I" colour (slightly tinted, off white) is shown with a clearly Blue-white colour !!! diamonds, 0.10ct each are -never- certified. So what the "industry grading guide" might mean in this context is very, very deceitful ! Clarity VS2 might just as well be Si1...

Product Details Specifications Delivery & Terms*

Costco makes purchasing quality jewellery easy by offering only the industry's highest quality diamonds at the lowest possible price. Costco's experienced buying team works with our suppliers to select timeless styles and create well-crafted and comfortable jewellery. An Independent Gemologist inspects each piece for quality craftsmanship and every diamond for cut, colour and clarity to ensure your jewellery will sparkle for generations.

- Total Diamonds: 19-22 Round Brilliant Cut Diamonds (depending on ring size)
- Total Diamond Weight: 2.00ctw
- Diamond Colour: I
- Diamond Clarity: VS2
- 18ct White Gold

We guarantee that all diamonds supplied by costco.co.uk are as follows: Clarity to be VS2 or better and colour to be "I" or better as outlined on the industry grading guide.

Alert - GIA Notifies Trade of many Invalidated Grading Reports (23/10/2015)

"CARLSBAD, Calif. – Oct. 23, 2015 – **GIA has invalidated grading reports for 1,042 diamonds** submitted primarily to their grading laboratory in India. An outside party who gained unauthorized remote access to GIA's grading information database altered the reports. The list of invalidated reports is available

These diamonds were mainly sold to China !!!

Hi Harold

how are you ? Thanks for the email. I just came back from Antwerp at 4.00am this morning so very , very tired. The plane delayed because of bad winds in Ireland.

Yes, I saw your shop but did not go in as I do not know you but I value a lot of your rings for many years now so I know you get a lot of Irish customers . All your diamonds and certificates are always correct .

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