

P(l)ay it again Sam...

As a teenager a very close friend of mine asked his father for some money to buy a transistor portable radio, like all his friends had at the time.

His father gave him the money but he thought it was really too much as his intention was to buy something cheap. His father was selling clothes on the market, money was an issue. His father replied by saying that they were too poor to afford expensive mistakes and he'd better buy something decent rather than have to spend twice because the junk radio wouldn't last long.

Buying the wrong diamond would be an exponential mistake.

You can pay too much for the wrong diamond by requesting criteria that don't improve the looks of the diamond in any proportional way to the vastly higher price paid. The GIA 3x Excellent request is such an example. If you're not prepared to pay more, don't ask for it.

Quite a number of Internet web sites advertise hyped certifications like "Signature Ideal" or "Reserved Ideal" or own in house published certifications or by associating GIA with a cut rate that does not even exist at GIA !

All such misleading proposals result in wasted money. The problem is that once cheated...will you buy another diamond again ?

Crooks go a step further... treated diamonds not being disclosed as such but praised as "High Definition", even better than normal ones!

Faked certifications, laser inscriptions on GIA diamonds that do not belong to the diamond they deliver. Temporary colour enhancements that fade away. Cubic zirconia swapped for the real one you paid for. Certificates from labs that are totally unreliable.

Lab examiners paid to enhance the ratings...

Now you understand why we do not play the game of blind quotes.

We do not help the “bargain hunter” nor the “willing victim” to dig the pit they’ll fall into. We do not appreciate people who pretend to be diamond experts after having spent a couple of hours browsing the internet. We cannot trust anyone who is not willing to trust us.

Crooks would no longer be in business if there wasn’t for each one of them around the corner, a hundred gullible fools to feed them.

Writing down prices in a little black booklet doesn’t result in any kind of reliable selection criteria simply because only a professional examination of the diamonds can make that selection a valid one.

Playing games by refusing to give us a real budget is a waste of time.

We’re not selling diamonds on the fish market in Shanghai.

Let the sleazy merchants fight over prices, a game where the poorly informed consumer will always be the loser. There are too many features that are never documented on any certification.

A discounted diamond is always a less valuable one.

Guess why the discounters don’t show the real diamond’s features?

Budget differences of 50% are unrealistic. They always create problems as the gentleman wants to spend 3,000 Euro and the lady expects him to spend 4,500 Euro. Both will be disappointed.

Industrially manufactured rings and custom handmade ones are very different qualities and are for very different people too!

Wise, patient ladies who will enjoy that ring for a lifetime or the impatient lady who will go home with a compromised item and... a couple of years later will P(l)ay again Sam !

We’re here to help you to avoid all these expensive and sad mistakes!