



What You Need to Know Before Buying Your Engagement Ring

This guide will walk you through everything you need to know before making your diamond purchase. From understanding diamond quality to knowing how your diamond helps others, this is your ultimate resource to buy with confidence.

Why Choose a Natural Diamond?

A natural diamond is a timeless symbol of love, formed over billions of years. Here's why choosing a natural diamond matters:

- **Unique Origin:** Each natural diamond has a unique history, forged deep within the earth. It's a once-in-a-lifetime piece.
- **Supporting Communities:** Buying a natural diamond contributes to sustainable development in diamond mining communities. Many of these communities benefit from jobs, education, healthcare, and business growth opportunities.

The 4 C's of Diamond Quality

When buying a diamond, understanding the 4Cs is key. These characteristics determine the value and appearance of your stone:

- **Carat:** Refers to the weight of the diamond. Larger diamonds are rarer and typically more valuable.
- **Cut:** The quality of a diamond's cut affects how well it reflects light. A well-cut diamond will sparkle more, regardless of its size.
- **Clarity:** Refers to the absence of internal flaws (inclusions) and surface imperfections. The fewer the flaws, the more valuable the diamond.
- **Color:** Diamonds are graded on a scale from D (colorless) to Z (light yellow). Colorless diamonds are the most prized.

Pro Tip

When shopping for diamond rings, you can save significantly by choosing carat weights just below the "big" milestone sizes.

- Want a 1-carat diamond? Consider diamonds that range from 0.75 to 0.99 carats.
- Looking for a 1.5-carat diamond? Look for stones in the 1.35 to 1.49 carat range.

Diamonds just shy of major carat marks can appear nearly identical but come with a much lower price tag. This trick helps you get a beautiful stone without the premium price associated with round numbers like 1.0 or 1.5 carats.