

AKSHAR CHOUDREE'S GUIDE TO THE 4 C'S:

The diamond, originating from the word "adamas" (meaning invincible) is one of the best-known and most sought-after gemstones. One of the characteristics of diamonds that makes them ever so desirable as jewellery is their ability to disperse white light into its component colors, giving the diamond its characteristic "fire.", and, of course its hardness. Other characteristics, such as their shape and presence or lack of fluorescence also affect the desirability and thus the value of a diamond used for jewellery.

The most popular use of a diamond in jewellery is its use in engagement rings. One of the first occurrences of the diamond engagement (or wedding) ring can be traced back to the marriage of Maximilian I (then Archduke of Austria) to Mary of Burgundy in 1477.

AKSHAR CHOUDREE's diamonds are analyzed, examined and selected with the unequalled attention that is worthy of the rings that bear his name.

Diamonds are such a highly traded commodity that multiple organizations or laboratories have been developed for grading and certifying diamonds based on the four C's which are Carat Weight, Cut, Color, & Clarity.

Take note of the following when purchasing your piece of Diamond Jewellery:

1. Color

Color grading represents a fundamental element of the diamond.

The more colorless a stone is, the greater its rarity and value.

Although many diamonds appear colorless to an inexperienced eye, the majority of stones have a color leaning slightly towards yellow or brown. Colors are graded from D to Z, with D being "colorless" and every grade down reflecting varying degrees of coloration. D colorless diamonds are extremely rare and therefore very valuable.

The value of a diamond can vary considerably with the slightest increase in the shade of color. AKSHAR CHOUDREE's diamonds are

classified according to the standards of the Gemological Institute of America unless otherwise specified.

2. **Clarity**

The number, position, kind, color and prominence of inclusions contained in the diamond determine the grade of clarity.

A diamond is 'clear' if examination under a microscope with a 10x magnifying lens does not reveal inclusions or flaws on the surface.

Truly clear or flawless diamonds are incredibly rare.

The majority of diamonds have natural inclusions, invisible to the naked eye, that do not affect their beauty.

The clarity of a diamond is classified according to the Gemological Institute of America's international standards, unless otherwise specified

3. **Cut**

The cut enhances the Diamond's power to capture and reflect light. The stone is revealed and the diamond shows itself in all its splendour and brilliance.

In order to reach perfection, the diamond cutter determines every facet and angle of the stone following a strict set of geometric guidelines, thus obtaining maximum importance and greatest brilliance for each gem.

In a brilliant-cut diamond there must be 57 or 58 facets lined up with precision.

Although many consumers picture diamonds as round brilliants, most of the world's famous diamonds are different in shape.

Akshar Choudree's diamonds have only the best proportions and finish displaying the maximum brilliance and dispersion.

4. **Carat weight**

The carat represents the unit of weight of a diamond.

The size of a diamond increases its value and rarity, but has a lesser importance if it is not matched with a good grade of color and clarity and a properly proportioned cut.

Two stones of the same carat weight will have, in fact, very different values depending on their other characteristics.

Nevertheless, size does indeed contribute to increase the value of a diamond, as large stones are rarer than small ones.

AKSHAR CHOUDREE's consultants are also diamond experts and you are invited for a complimentary consultation, to help you choose and find the best diamond for you. AKSHAR CHOUDREE is also available to work with you should a custom design be what you're looking for.