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JEWELERS



Nine convenient Charlotte-area locations, and now available online, too!

The 4 “C’s” of Diamond Jewelry: Advice from the experts at Charlotte’s Brownlee Jewelers Diamond Stores



When buying diamond jewelry or bridal jewelry, people often ask which of the 4 C’s – color, clarity, cut, carat weight – gives a dia-

mond its value. The answer: a combination of all four.

Brownlee Jewelry sales professionals and gemologists are trained in helping customers understand the 4 C’s of diamond jewelry, and how each factor affects the diamond’s overall appearance and value. This knowledge helps customers make better buying decisions when shopping for diamond jewelry or bridal jewelry.

Consider these four important factors when shopping for diamond jewelry, bridal jewelry, diamond stud earrings, or diamond pendants

A diamond’s size is measured in carat weight. Carat is the first of our 4 C’s. Each diamond carat is also equal to 100 points. For example, a diamond that is a 1/2 carat can also be referred to as a 50-point diamond. But note... bigger is not necessarily better when it comes to the carat weight of diamond jewelry. For instance, a 2-carat diamond that is

cut poorly is not nearly as beautiful as a smaller but better cut diamond. Or, it may be cut well, but have poor color and clarity. Remember, to be exceptionally beautiful, a diamond must be of high quality in all 4 C’s – carat, cut, color and clarity.

Find your diamond jewelry or bridal jewelry at any one of our 9 Charlotte-area locations, or in our new online jewelry store

The second “C” to consider when purchasing diamond or bridal jewelry is the ‘cut’. Cut refers to the skill applied in cutting the facets of the stone to make the best use of light.

When a diamond is cut to well, light is refracted from one facet to another, then dispersed through the top of the diamond. When a diamond is cut too deep, some light escapes through the opposite side. If the diamond is cut too shallow, light escapes through the bottom of the stone before it can be reflected.

Cut is perhaps the most important of the 4 C’s to consider when purchasing **diamond jewelry**. A well cut diamond – regardless of its shape, offers the greatest brilliance. If a stone is cut poorly, it will appear less valuable because it will lack brilliance and, therefore, beauty. This is obviously an important factor to consider if you are making a significant purchase, such as as bridal jewelry, or other quality diamond jewelry.

You can also find your next diamond watch at Brownlee Jewelers

Color is characteristic #3, the one “C” determined completely by nature. As a rule, the closer a diamond is to colorless, the more valuable and beautiful it is considered to be. Some diamonds, however, come out of the ground in vivid colours - reds, blues, pinks, greens, and bright yellows. These are highly prized and extremely rare.

Thinking diamond jewelry? Think Brownlee Jewelers!

And finally, let’s look at characteristic #4, clarity. Clarity is an indication of a diamond’s purity. When a rough stone is extracted from carbon, tiny traces of natural elements are almost always trapped inside. These elements are called inclusions. They are also sometimes referred to as ‘birthmarks’, because they are formed naturally and are unique to each stone.

Jewelers like those at **Brownlee Jewelers** carefully examine each rough stone to determine how to cut it in order to eliminate or reduce inclusions. Their objective: to bring their customers a diamond of the highest possible clarity.

To order online:
www.brownleejewelers.com/cart.html

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