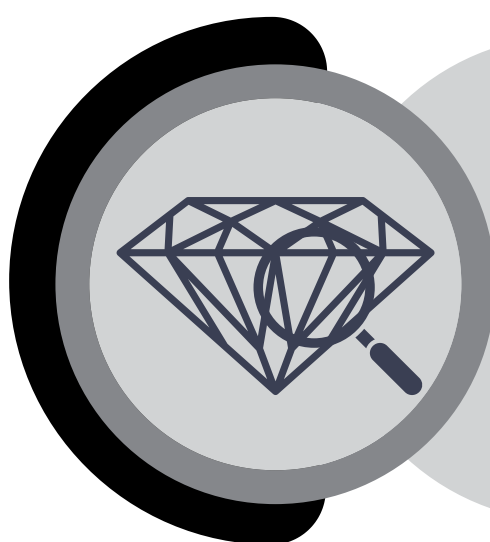


How to Buy a Diamond without Breaking the Bank

Think you have to go broke to get engaged? Think again. Here are a few tips to guarantee you get the most bang for your buck, without compromising a diamond's beauty.



Look for SI Clarity Stones

Opt for SI clarity rather than VS or VVS. Many SI diamonds are eye clean, and their flaws are only visible under 10x magnification. Color and size of a diamond can be seen from a distance, clarity cannot.

Rethink Carat Weight

Diamond prices jump when you hit the half and whole carat mark, so if you're interested in a 1.5ct size, consider looking at 1.4ct, they will be visually indistinguishable with a significant price difference.



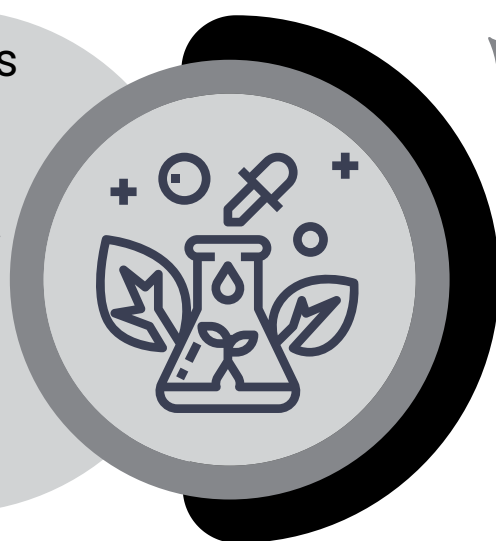
G-J

Compromise on Color

Near colorless (G-J) diamonds often look indiscernible from colorless diamonds to the untrained eye, without the hefty 'colorless' pricetag, making them an ideal option for most ring shoppers

Opt for Lab Grown Diamonds

Lab Grown diamonds have exploded in popularity over the past few years as they are chemically and visually identical to mined diamonds, yet about half the cost. These are different than moissanite or diamond simulants, as they ARE actually diamonds.



Find a Jeweler You Trust

Other than your home or car, a diamond is the next largest purchase you will likely make in your lifetime. Finding a highly recommended, trustworthy jeweler who will patiently guide you through this process is very important.