Diamond Buying Guide



We know you're here because you want to get the best diamond jewelry/diamonds for yourself and we are at your service.

The process of purchasing diamond jewelry/diamonds can be a little intimidating, but that doesn't mean that you should feel stressed! We've got you! Just sit back and relax as we walk you through everything you'd need to know before you purchase that sparkling diamond!

Know your diamond better with The 4 Cs of a Diamond

Just like a human fingerprint, every diamond is unique. While most diamonds may externally look similar in terms of size and color, there are a few parameters that differentiate one diamond from the other.

The 4Cs of diamonds play a prominent role in defining their beauty and radiance are Cut, Clarity, Color and Carat

1. Cut:

A diamond's cut quality is the most important of all the 4Cs, and it's what gives the diamond its brilliance. The cut of a diamond can dramatically change how it looks. A diamond cut to its best potential will be the most brilliant and valuable.

Diamond cut refers to the quality of a diamond's symmetrical facets, angles, and proportions. Further, a diamond's sparkle, brilliance, fire, and scintillation depend heavily on the diamond's cut.

Senco ProTip:

Invest in the cut of the diamond. This is the ultimate pro tip to keep in mind while making the purchase. An excellent cut diamond is what makes the diamond sparkle.



2. Clarity

In simple words, clarity refers to how free a diamond is from internal inclusions and blemishes.

As a natural diamond is formed deep within the earth in response to extreme heat and pressure, it develops inclusions. These inclusions might be in the form of fractures, slight traces of minerals, or even uncrystallized carbon. Also, inclusions affect the way light refract and reflects on a diamond.
Thus, scrutinizing the clarity of a diamond is necessary while purchasing it.

Senco ProTip:

If you're buying a diamond that's under a carat, don't obsess over the spots or blemishes because they aren't really visible to an untrained eye. It's better to invest in an excellent cut than a higher clarity grade when buying a relatively small diamond



3. Color

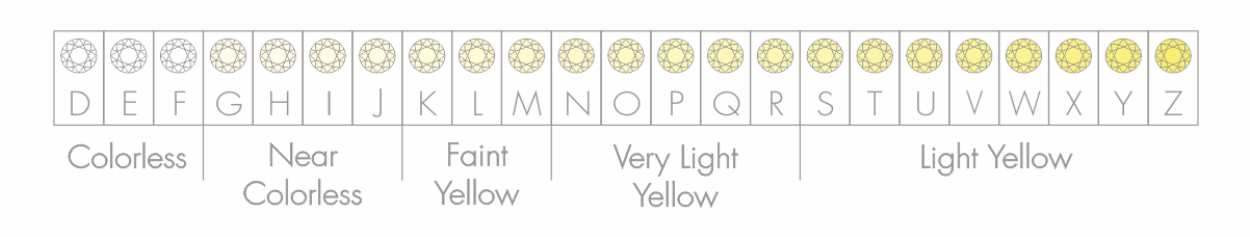
The color of a diamond refers to the slight shade present inside a diamond. Haven't you heard about fancy colored diamonds such as red, green, pink, blue, or yellow?

The color of a diamond is an important factor that should be taken into account when shopping. Interestingly, most gem quality diamonds are evaluated on their lack of color rather than having any hue. The more colorless a diamond is the higher its demand and its market value.

The degree to which a diamond has no hue is determined by comparing it under controlled lighting and precise viewing conditions to masterstones with established color value in D-to-Z grading system for diamonds.

Senco ProTip:

As diamond size increases, the color becomes more noticeable. This is especially important to keep in mind if you are purchasing a diamond of two carats or greater. Pair diamonds with a lower color grade with a yellow or rose gold setting to make them appear whiter.



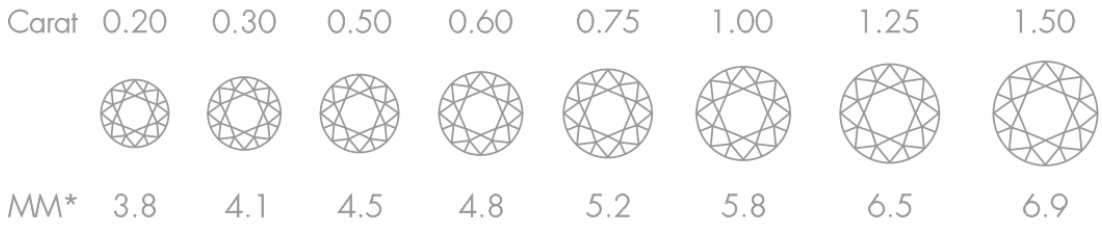
4. Carat

Diamond carat is a measurement of weight used to describe the size of diamonds. One carat is equivalent to 0.2 grams. Diamonds are usually measured in carats and fractions of a carat.

One carat is divided into 100 parts, so one part is 0.01 carat, or 0.2 grams. Also, some diamonds lower in carats might look bigger due to their shape and cut. Thus, while buying a diamond, greater importance needs to be put on shape, color, cut, and clarity than the carat.

Senco ProTip:

You can save a lot by picking a 0.90 carat over a 1-carat diamond. Thank us later :D



Shop by Diamond Shapes.

Shape

Simply put, a diamond shape is the outline of a diamond as it looks from top to bottom. There are many diamond shapes present in the market. Here are the names of some of the most popular diamond

shapes: Round Brilliant Cut, Princess Brilliant Cut, Pear Brilliant Cut, Emerald cut, Heart-Shaped Diamonds.



Diamond Grading



When purchasing a diamond, it is almost essential that you're using a trusted and accredited third-party gemologist to examine all 4Cs (cut, color, clarity, and carat) of the diamond to ensure it's worth the price tag. During this examination process, special equipment (such as Dia Screen) is used to analyze every nook and cranny of the diamond before giving it a grade in each category depending on how closely aligned its characteristics are with that of an ideal cut diamond.

Gemologists are qualified to measure and analyze diamonds. They use equipment to determine the 4C grades of diamonds depending on carat weight and other factors. The 3 Cs - cut, color, and clarity - are all based on the appearance of a diamond when observed through a microscope or a jeweler's loupe.

Certifications



The Certification is basically your diamond's birth certificate. All our diamonds are meticulously analyzed and graded by Reputed Labs.

A diamond certificate provides the 4C i.e Cut,Color,Clarity and Carat weight,detail of the product being sold. It is important to understand that each product has a unique certificate number that can be further verified and confirmed with the QR code on each certificate. We highly recommend that only a certified jewelry piece should be bought.

How to Care for Your Diamond:



Diamonds have been known to provide a sparkling look and dazzling beauty. They're used in multiple ways. You might have a diamond ring, you may have diamond necklaces, and there are many other ways you can include diamonds in your life.

However, they also need to be handled properly and cared for. If you want them to last, you should make sure you're caring for them correctly. Read this article to get some tips on how to care for your diamond!

- Try cleaning your diamond jewelry in lukewarm soap water and rub it down gently with a brush, to remove the dirt and grime from the surface and ensure a long-lasting shine once a month.
- Avoid wearing your diamond jewelry while you go swimming or doing household chores so that the grime doesn’t make your jewelry look dull.
- Store the diamond jewelry in a separate padded box or soft bags. This reduces the chance of scratches on the metal.
- To maintain the beauty of your jewelry, get your diamond jewelry cleaned and the setting examined by a professional, periodically.