



# Diamond Shape Guide



# Round

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The round diamond is the most popular and classic diamond shape, consisting of 58 facets that reflect light brilliantly. If you're looking for maximum sparkle, a round is a cut for you.

**Pros:** Timeless style with maximum sparkle and brilliance. Maintains its long-term value well. The faceting pattern also hides inclusions really well, so you can often sacrifice on the clarity scale without losing any beauty.

**What to be aware of:** Appears slightly smaller than other cuts of the same carat weight. Due to its popularity, expect to pay slightly more than other shapes.



# Princess

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The princess cut is square or rectangular with pointed corners. It has a clean, angular look with intricate facets.

**Pros:** Get more carat weight for your investment! Princess cuts tend to be cheaper by carat weight than other cuts.

**What to be aware of:** Princess cuts have waned in popularity in recent years.



# Oval

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Oval diamonds are a popular choice for those who want an elongated shape and a similar brilliance to the round diamond.

**Pros:** Appears larger than a round cut of the same carat weight. The elongated shape is flattering on the finger by making it appear long and slender.

**What to be aware of:** Be aware of the bow-tie effect in ovals. Check out the "Terms to Know" guide for more info.



# Marquise

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The marquise diamond is an elongated shape with pointed ends, creating a dramatic and unique look. It is shaped similarly to a football.

**Pros:** This shape is a great way to maximize size because it looks larger than its carat weight due to the large surface area and shallow cut. Similar to an oval, this is very flattering on the finger!

**What to be aware of:** To maximize sparkle, pay attention to the length-to-width ratio of the stone. Typically, a 2:1 ratio is considered the most desirable. Like oval and pear cuts, beware of the bow-tie effect. Check out the glossary in Section 6 for more info on length-to-width ratios.



# Emerald

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The emerald cut is a rectangular shape with cut corners and a step-cut facet pattern. It has a sophisticated and elegant look.

**Pros:** Emerald cuts are timeless and classy.

**What to be aware of:**

Emerald cuts do not conceal inclusions as well as other cuts so it's important to prioritize the clarity grade.



# Cushion

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The cushion cut is a square or rectangular shape with rounded corners and larger facets, giving it a soft, romantic look..

**Pros:** While similar in shape to an emerald cut, cushion cuts have more brilliance and sparkle.

**What to be aware of:** The length-to-width ratio of a cushion can deeply influence the look and price. Elongated cushions have become more desirable in recent years. Check out the "Terms to Know" guide for more info on length-to-width ratios.



# Pear

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The pear-shaped diamond is a teardrop-shaped diamond with one pointed end and one rounded end. It is a unique and elegant choice that has regained popularity in recent years.

**Pros:** A great option to maximize size, a pear cut often appears larger than its carat weight.

**What to be aware of:**

The length-to-width ratio can deeply influence the overall look. Some prefer a "chubby" pear while others like a thin elongated look. Like oval and marquise cuts, beware of the bow-tie effect. Check out the glossary in Section 6 for more info on length-to-width ratios.





# Asscher

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The Asscher cut is similar to the emerald cut, but it is square and has larger step facets. It has a vintage, Art Deco feel that makes it a popular choice for those who love antique-style engagement rings.

**Pros:** The parallel step cuts create a stunning pattern.

**What to be aware of:** Similar to an emerald cut, it is important to prioritize the clarity and cut grade. Asscher cuts have more depth and often appear smaller than other cuts of the same carat weight.



# Radiant

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The radiant cut is a rectangular shape with cut corners and a brilliant sparkle. It is a popular choice for those who want a modern-looking diamond that still has a classic appeal.

Radiants are often confused with cushion cuts. Unlike a cushion, radiant cuts have cut corners.

**Pros:** Perfect for those looking for a "crushed ice" brilliance, radiants have a beautiful sparkle.

**What to be aware of:** Pairing radiants with side stones can sometimes be tricky. Make sure you see the 3 stones laid out together.



# Heart

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Heart shaped diamonds are romantic and unique.

Symmetry and cut quality are the most important factors to consider to ensure brilliance and beauty.

## **Pros:**

Heart shaped diamonds are unique and feminine. Guaranteed none of your friends will have anything like it!

## **What to be aware of:**

Heart shapes under 1 carat in size may not clearly show the desired heart shape so it's best to go 1 carat or larger.