

Best Kept
Terms to Know

Here is some basic terminology that can not only make you sound smart and knowledgeable but can also help you make a solid investment.

Eye-clean (adjective):

A diamond with no inclusions visible to the naked eye without the aid of a loupe. Refers to a diamond's clarity grade.

**Spready (adjective):**

The dimensions of the diamond are larger than its typical carat weight counterpart. The stone appears large for its weight. This usually refers to a more shallow diamond that carries most of its weight at the top.



Shallow Cut



"Ideal" Cut



Deep Cut

Fancy shapes (noun): Any shape diamond that isn't round!



Bow-tie (noun): An effect caused by a shadowy area visible in some shapes, such as ovals, pears, and marquise. This is caused by light leaking out of the bottom of the diamond. This is something that won't be captured on the certificate which is why you always want to see the stone in person or work with someone you trust!



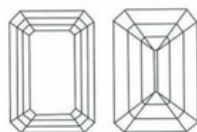
Ratio:

Refers to the length-to-width ratio of fancy shapes. The higher the ratio the longer or less square the stone.

Length-to-Width Ratios (Cushion Cuts)



Step-cut diamonds (noun): This term refers to the faceting pattern of the diamond. Square / rectangular diamond shapes, including emerald cuts, Asscher cuts, and baguette cuts are all part of the step-cut family. They have 8 parallel lines that run down the sides that creates a “hall of mirrors” effect. It is more important to prioritize clarity for step-cut stones because you can more clearly see into the center of the stone.



Brilliant cut diamonds: This term refers to the faceting pattern of the diamond. Brilliant cut diamonds, including rounds, princess cuts, cushions, ovals, pears, radiants, and marquise are considered to have more sparkle than step-cut stones because they have more facets.

