



Legacy by Tiffany



Luxile Collection Pavé Engagement Setting by Vivodiamonds



Colored stone solitaires by Van Cleef & Arpels



Estelle ring from the Bridal Collection by Van Cleef & Arpels



True Love ring by Soo Kee

The online customer is one who is mainly sold on price but individual stores can set themselves apart by their jewellery design and branding. There would always be those who would never pass up a Tiffany and Co. or Van Cleef and Arpels diamond ring for one from an online jeweller. No matter where the customer winds up buying from, Mr Rapaport said astutely, "Sell the romantic idea behind the diamond and sell it to the girl. If the girl likes a design and diamond from a store, it's worth it to pay 20 to 30 per cent more. It's an emotional gift – make the girl really happy and she'll make you (the guy) happy." **SI**

#### BUYING DIAMONDS: EXPERTS' ADVICE

"Consider the fifth C, consumer confidence. Buy from a trustworthy seller and make sure the seller has certification from a reputable lab such as the Gemological Institute of America (GIA), Diamond High Council (HRD) and American Gem Society (AGS)." – **Martin Rapaport, founder of the Rapaport Diamond Report and Diamond.net**

"Cut is the most important factor affecting a diamond's beauty and cost as it determines the sparkle and brilliance. For those with a limited budget, don't ignore diamonds in the slightly included (SI) range as no one can see any difference between a diamond graded flawless and one graded SI in a brilliantly cut diamond, though the SI is seven grades lower. It is much less rare, but no less beautiful. You won't see the flaws in a well-cut stone, but you will see huge savings! As a love symbol, that could be more appropriate for marriage - being able to see and appreciate the beauty within, despite a few unimportant imperfections."

– **Issac Poh, GIA-certified gemologist and owner of Vivodiamonds.com**

"Customers should do their research before purchasing a diamond, taking into consideration the factors that would matter most to them. They should prioritise these factors as it will make it easier to end up with the right diamond for themselves." – **Hor Su-ann, senior brand manager of Soo Kee Jewellery**