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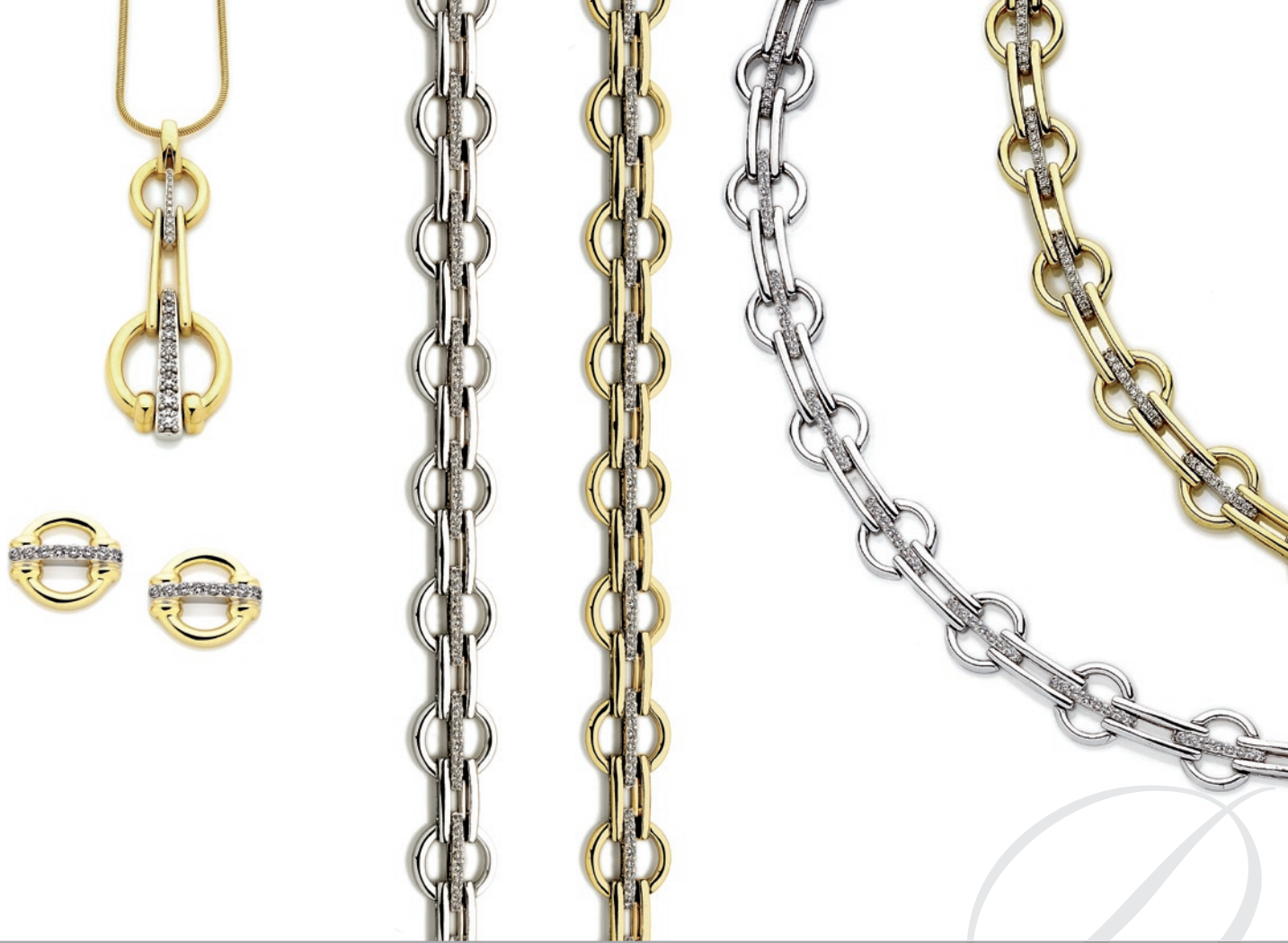
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PINK DIAMONDS





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A GUIDE TO CHOOSING YOUR PERFECT DIAMOND

A FINE CUT

A fine cut is the critical factor that makes a diamond mesmerise us with its timeless beauty. It reveals the fire and sparkle of the jewel, and will increase its capacity to reflect and refract light. The cut of the diamond is vital at Holloway Diamonds - it is the reason that our diamonds Outshine. Each diamond chosen is perfectly proportioned, to allow the light passing through to reflect all of its glimmering facets.

THE VALUE OF CARATS

The weight of a diamond is determined by a unit of measurement known as the carat. A diamond's weight is an important component of its value, but this can sometimes be misleading for diamond shoppers. An inferior jeweller will cut a diamond to maximise its carat weight, but this will not mean the stone will be beautiful or have its potential sparkle and shine maximised.

Two diamonds with equal carat weight can differ drastically in value if the Cut, Colour and Clarity are of higher quality. Diamonds from Holloway are crafted to gather and return more light: in other words, to have the Outshine factor that makes them clearer and sparkle with more brilliance.

CLARITY AND COLOUR

The clearer the diamond is and the less colour it displays, the more rare, attractive and valuable it becomes. The colour classification chart begins at colourless and continues through twenty-three grades to muddy yellows and browns. Guided by strict quality criteria, Holloway Diamonds choose transparent gems free from discernible flaws and imperfections, and always in the top five colour grades of excellence. This allows for each piece of jewellery we make to be unique, valuable and timeless for its owner.