

HD

HOLLOWAY



Holloway Diamonds are known for their brightest and finest cut diamonds, our reputation is based on technology and applied endeavour. Garry Holloway is an acknowledged and published global diamond expert specialising in diamond cut quality.

Each Holloway Diamond meets a very specific standard: eye clean (VS-SI), crystal clear and colourless (D-H). Compare

Holloway diamonds with those from other stores, especially global brands, and you will see for yourself.

As more of us shop in a global market and gather information online we wanted to dispel a few myths and let you know why our diamonds are so brilliant. The first myth concerns fluorescent diamonds:

A third of all diamonds glow from a faint to very strong blue in

ultraviolet (UV) light. Research fluorescence online and you will find support for the myth that fluorescent diamonds are of poor quality. Many in the industry prefer to promote negativity toward fluorescence because of a lack of understanding, knowledge and expertise. Fluorescence has very different effects in individual diamonds. While some may look dull and oily in daylight, others appear brighter, whiter and sparkle more brilliantly. Holloway Diamonds knows how to tell the difference.

Another myth is that higher clarity diamonds sparkle more.

Clarity is an important element to a diamonds cost, but expertly chosen diamonds with slight inclusions and the best cut look better than flawless or VVS graded diamonds with average cut. Why pay a premium for something you cannot see?



*Crystal clear brilliant 1ct G VS2 fluorescent diamond*



*Milky or hazy 1ct G VS2 fluorescent diamond*



\$96,000





\$59,000



\$58,000



\$33,000



\$170,000



\$15,700



\$54,500





\$42,000



\$11,000





\$11,000



\$11,000



\$169,000



\$30,000



\$14,500



\$19,000



\$13,500



\$130,000



\$8,000





\$10,000



\$11,000

\$8,000





\$6,500



\$2,800

\$2,900

\$3,700



\$7,495

\$6,900



\$90,000



\$16,500



\$5,000



\$14,000



\$16,000



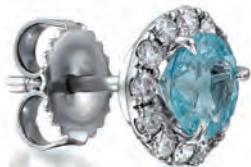
\$7,000



\$5,900



\$2,300



\$5,900

\$1,500



\$9,000



\$4,000



\$7,900





\$4,000



\$6,500

\$5,500



\$4,300





\$9,900

\$5,900



\$2,900



\$25,000



\$30,000



\$16,000

\$19,000



\$8,000



\$11,000



\$29,000



\$21,000



\$8,500

\$26,000

\$6,000

\$7,500



\$5,500



\$6,000



\$6,000



\$5,000



\$6,900



\$4,500



\$3,800



\$3,800



\$3,800





\$10,000



\$7,300



\$4,500



\$4,900



\$4,500





\$3,800



\$5,500



\$6,300



\$3,800



\$3,700



\$2,700



\$5,300



\$2,800



\$3,800



\$2,500

# HOLLOWAY DIAMONDS

*Precious Metals*

54 Church Street Brighton (03) 9593 1385

[brighton@hollowaydiamonds.com.au](mailto:brighton@hollowaydiamonds.com.au)

110-114 Canterbury Road Canterbury (03) 9830 5600

[canterbury@hollowaydiamonds.com.au](mailto:canterbury@hollowaydiamonds.com.au)

[www.HollowayDiamonds.com.au](http://www.HollowayDiamonds.com.au)

*\* Prices may vary subject to diamond specifications*