



DIAMOND BUYING GUIDE

HOLLOWAY
DIAMONDS
Precious Metals

EXECUTIVE SUMMARY: SMART DIAMOND BUYING

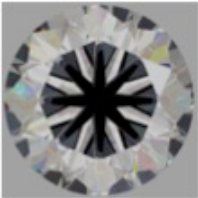
Flawless Very Very Slight **Very Slight** **Slight** Imperfect 1 I2 I3

Expensive **VS2 Invisible Flaws SI1** **Flawed**



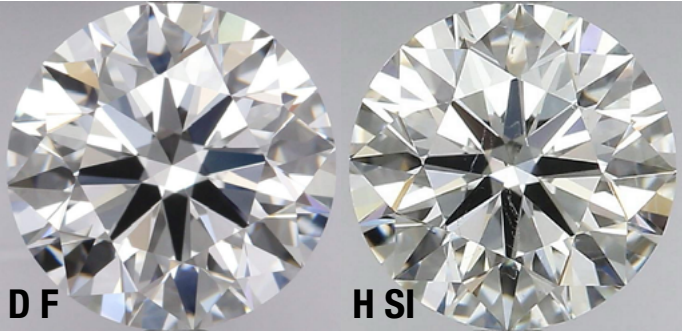
Ideal Cut **Bad Cut**

Least impact on cost
Hardest to quantify



D **E** **F** **G** **H** **I** **J** **K** **L** **M**

D - No Yellow - H **Off-white - Yellowish**



H SI looks the same as D Flawless but costs 1/3 as much

The 4C's	Impact on Cost	Holloway Diamonds: Best look & best value
Carat	\$\$\$\$	Big is best, but size doesn't equal weight
Clarity	\$\$\$	Save money on medium clarity 'eye clean'
Colour	\$\$	Save a little, but colourless, not off white
Cut	\$	Vital! Hardest to quantify = big savings

DIAMOND BUYING GUIDE

DIAMOND JARGON EXPLAINED

Diamond prices are based on 4Cs jargon: Carat, Clarity, Colour and Cut. Online information is conflicting and confusing. Store salespeople often use the “Trust me, I’m a jeweller” line. I hope you will find this to be a thinking person’s diamond guide.

WHO ARE WE?

We are a dedicated group of diamond professionals. In Canterbury and Brighton our designers, jewellers, diamond technologists, gemologists, and valuers, are all available to provide you with expert assistance.

WHAT CAN WE DO FOR YOU?

We stock a wide range of the world’s most amazing sparkly diamonds as a result of decades of my diamond cut research. We design new and remodel old pieces.

BUYING A DIAMOND ONLINE

If you are considering saving money then please beware; most online diamonds are trade rejects. You will find this guide book to be most useful. There are 3 types of online vendors ranging from the most to least expensive: those offering diamonds they own, those with vetted 3rd party diamonds with photo’s (often using my tools) and lastly the virtual diamond drop shippers.



WANT TO LEARN MORE?

HollowayDiamonds.com.au delves deeper.

Our commitment is evident by offering to trade-up our diamonds. We are willing to give generous credit toward a bigger diamond at any future time.

Garry Holloway BSc. FGAA DDT



CARAT WEIGHT

Carat describes weight: 5 carats = 1.00 gram. Carat does not describe size or measurement. Weight is crucial to cost; doubling weight quadruples price. More than 90% of all diamonds are smaller in diameter size than they should be. Well cut 1.00ct round diamonds should measure more than 6.4mm, but most carat stones are smaller than 6.3mm. Smaller diameter deeper diamonds sparkle less; poor light return means they look even smaller. Why is this so common? Cutting diamonds to save weight meets consumer demand for 'magic' carat weights. Sparkle is sacrificed because people want 1.00ct and 2.00ct diamonds as you can see from the chart. Cutters profit at the expense of diamond beauty. GIA, the main industry gate-keeper, is powerless because measuring sparkle is too hard. I have successfully crusaded to improve diamond cutting for decades.

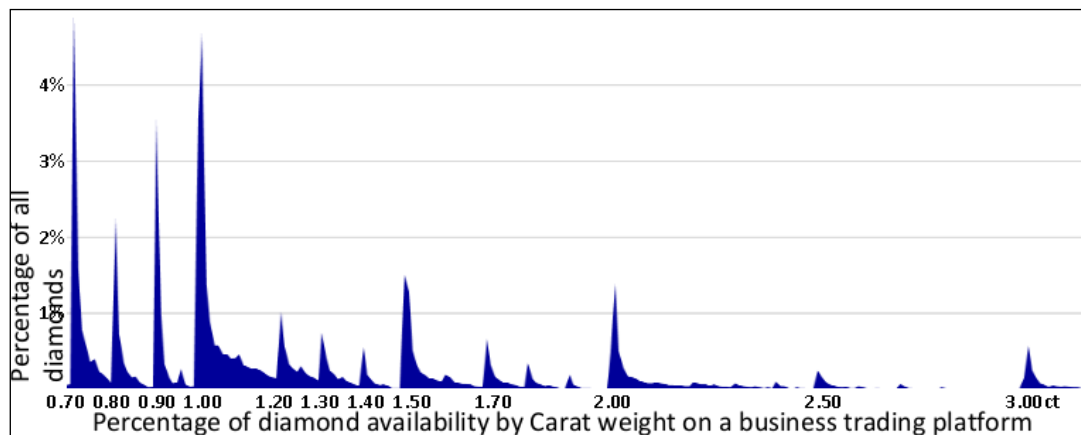


0.78ct

1.85ct

1.00ct

Diamond cutters make more money cutting this rough diamond into a dull drab 1.00 carat stone. It could be polished into a sparkly 78 pointer that looks bigger and costs you less.

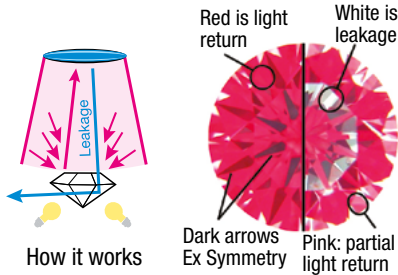


I never compromise on the sparkle, fire and brilliance of Holloway Diamond's.

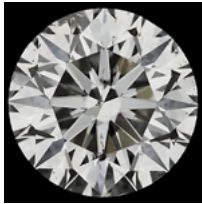
TAKEAWAY: most diamonds are cut to save weight. Diamonds of twice the weight cost 4 times more. Carat weight costs way more than Cut quality because it's very hard to grade Cut.

Consumers pay more for 'magic weights'. Cutters cheat to meet demand and get a higher price per carat. Cut quality and beauty suffer.

CUT QUALITY



Ideal-scope photo



Actual photo

coloured version of the Ideal-Scope that I make for the American Gem Society, and with software called DiamCalc™ developed by my Russian associates. ASET and DiamCalc are sold on my site Ideal-scope.com.

Hearts and Arrows (H&A)

The Hearts and Arrows viewer shows white heart patterns through the back (pavilion) and white arrows through the top (table) of a diamond.

These arrows are black through an Ideal-Scope. H&A indicate optimum symmetry, this is good, but does not guarantee optimum brilliance. The example diamond (photo right), when viewed through the Ideal-Scope, shows a leakage zone with light return reduced by approximately 10%. The photo shows this leakage as a dull zone. This H&A diamond is certified by GIA as its top cut grade, Triple Excellent, but this diamond fails Holloway Diamonds' standards.

The Ideal-Scope™ and Holloway Cut Adviser*(US patent 7,251,619), both my inventions, are used around the world to check the diamond Cut quality. If you plan to buy an expensive diamond you must come in for a two minute Ideal-Scope demonstration with good and badly cut stones. We sell Ideal-Scopes online, and you can use one to check the brilliance of diamonds.

The pale whitish 'ring of leakage' seen with an Ideal-Scope looks dark and dull in real life, as no light returns from the leakage area. The example diamond (photo on left) is certified by GIA with its top Cut grade, Triple Excellent, yet it does not meet Holloway Diamonds' Ideal Cut standards. If 10% was cut off the depth of this diamond, while the diameter would be unchanged, it would appear larger due to increased brilliance. It would cost less because the carat weight is less – good for you - but bad for a cutter. Non round or fancy shaped diamonds are the most 'cheated' cuts because GIA are incapable of grading the Cut quality of fancy shaped diamonds.

To select fancy cut diamonds we use ASET™, a multi-



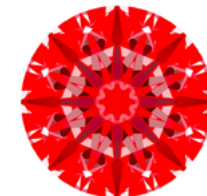
H&A's viewer



Hearts



Arrows



Ideal-scope



Actual photo



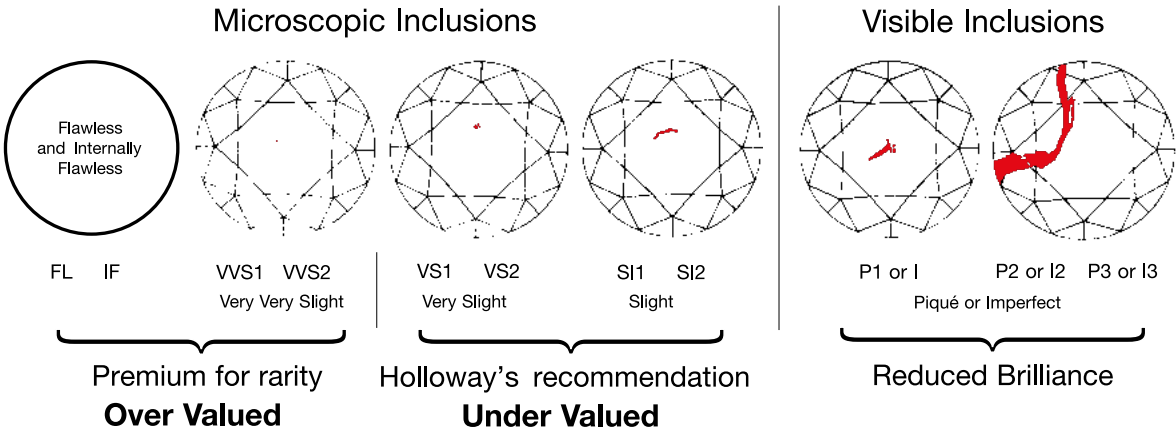
Ideal-scope

CLARITY

After Carat weight, Clarity has the next largest impact on cost. I work on the idea that if you can't see it, it doesn't dull the diamond or risk a chip or breaking (it does happen) then you shouldn't pay for more than a VS or SI diamond. Those Clarity's have always held their value. Some inclusions are 'flaws' and the stone might break; GIA rightly grade surface reaching 'Feathers' harshly. Every diamond I buy is checked for transparency and durability.

TAKEAWAY: SI2 is meant to be the 'eye clean' borderline for someone with 'normal' vision from 35cm but some (especially young) people can spot VS2's. Your eyesight, the size of the diamond and the type of the inclusions are all variables. Go to our website and watch the Clarity video for more info.

The left and right half of these two diamonds were graded VS2 by GIA. The dull left half is flawless at 10X, but at higher magnification it is dull and cloudy with microscopic inclusions. GIA does not warn you. They use 'coded jargon' hidden in the cert KEY TO SYMBOLS* section: "Clouds" – Beware if Clouds is the only listed inclusion.



MYTH: Higher clarity diamonds sparkle more. Expertly chosen diamonds with VS and SI inclusions sparkle exactly the same way as Flawless or VVS graded diamonds of the same cut quality. Don't confuse rarity and beauty.

COLOUR

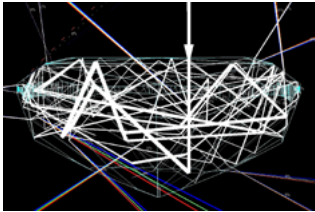
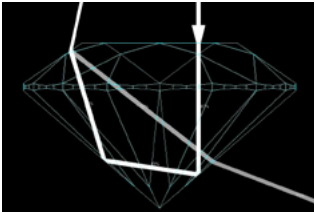
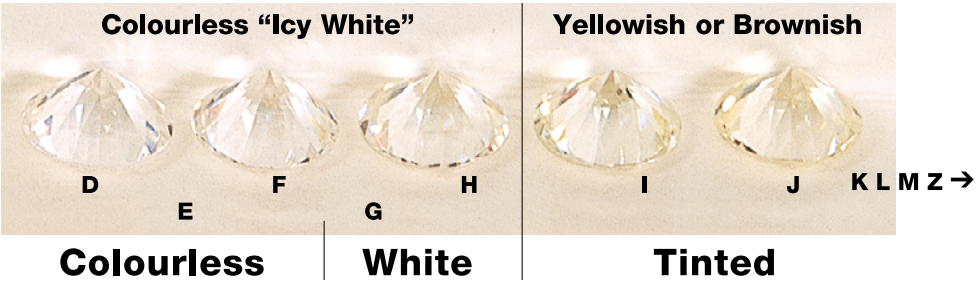
Colour grading is flawed. It's done through the back of the diamond. The colour you see from the front is affected by the stone size, cut shape and cut quality.

Set in a ring, in normal room lighting, neither you nor I can tell a 1ct round cut D, E or F apart. Well known international brands stock to I Colour, which are yellowish to most people. The lowest colour we stock is H. Above 2cts we stock from G up, unless a stone is blue fluorescent (see page 10). Well cut round diamonds show less colour face up than poorly cut or most fancy shapes. Come in and see for yourself - you can't DIY diamond Colour online.

TAKEAWAY: D to H grades look colourless in most round diamonds in most lighting. For large stones or fancy cuts D-F are better options.

	FL-IF	VVS1	VVS2	VS1	VS2	SI1
D	100	77	67	55	49	38
E	74	67	54	49	43	37
F	62	55	49	45	40	36
G	53	48	43	41	37	33
H	42	39	37	36	34	31

Relative pricing based on 1ct D Flawless round diamonds. I work hard to select and recommend the very best VS2 and SI Clarity D - H colourless and near colourless diamonds. Not only are they better value, they hold their value because they are always in high demand.



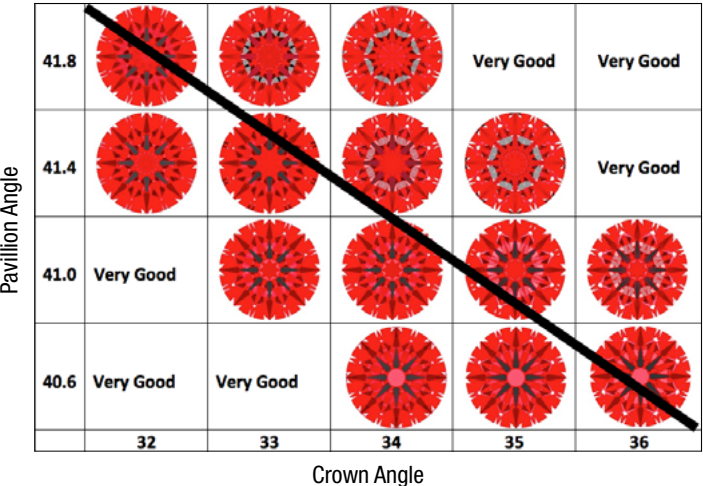
TAKEAWAY: People 'in the know' buy blue fluorescent diamonds because they appear whiter and brighter; and love the fact that they cost a little less.

Well cut round diamonds have very short ray paths. These two DiamCalc™ models of diamonds are both 2ct and have exactly the same spectral absorption or body colour. The obvious difference in colour results from the very long ray paths in the 'crushed ice' cushion cut; this cut is best suited to increasing the colour of fancy coloured diamonds.

LABORATORY GRADING REPORTS OR ‘CERTS’

Our 0.90ct and larger diamonds (and some smaller) have independent report or certificates, mostly from GIA (Gemological Institute of America). Diamond grading is an art, not science. Two associates and I sent 16 diamonds to three major labs; not one received the same Colour and Clarity grade from all three labs.

‘Strictness’ order: GIA, IGI, HRD (Avoid EGL). Some small Australian labs are as strict as GIA. AGS is a small Las Vegas lab that tries to grade Cut effectively. GIA can only Cut grade round diamonds and their top ‘Excellent’ grade is universally known to be far looser than my patented Holloway Cut Advisor (HCA) system.



The Ideal-scope images mark GIA's Excellent Cut Grade. Garry Holloway rejects GIA's leaking “Excellent” Diamonds above the black line. Cutters produce more diamonds above that line because they get deeper heavier Carat weights.

At international conferences, I have asked directors of the world’s major diamond labs: “Would you buy a loved one a diamond based only on its cert?” None would. They know their own certs do not tell them how sparkly a diamond is.

	Cloud	When the main grade maker means the diamond will be dull
	Feather	When the main grade maker is coloured green, it is a surface reaching crack. Increased risk of chipping or breakage.
	Knot	Bad if it is on the table or top facets as you will see it in reflected light
	Cavity	Bad if it is on the table or top facets as you will see it in reflected light
	Etch Channel	Bad if it is on the table or top facets as you will see it in reflected light
	Indented Natural	Bad if it is on the table or top facets as you will see it in reflected light
	Twinning Wisp	Usually a good inclusion because they are hard to see and unlikely to dull the diamond
	Crystal	Can be black - easier to see. White is better - harder to see
	Needle	Usually very hard to see even at 10X magnification
	Natural	Part of the rough diamond not polished away. Usually underneath on pavilion facets. Can be bad if on the girdle
	Bruise	Usually only on second hand diamonds
	Pinpoint	Usually only marked as an identification feature
	Chip	Usually marked in green – similar to a natural
	Laser Drill Hole	A very small hole for bleaching dark inclusions. Usually on the underside. Permanent treatment and usually lowers price & demand, but OK to buy

These symbols are used on grading reports to indicate different types of inclusions and flaws. They are roughly in order from worst at the top to least of a worry near the bottom. The first listed at the top is the major grade maker: on the cert on page 9 the main grade maker is the Twinning Wisp.

TAKEAWAY: Not all labs are equal but GIA is the leader; most of our diamonds come with a GIA 'cert'. Lab's don't have fool proof Cut grading systems. No cert tells you if it's a good or a bad diamond!



GIA®

GIA DIAMOND GRADING REPORT

April 04, 2016
 GIA Report Number 6222256364
 Shape and Cutting Style Round Brilliant
 Measurements 7.41 - 7.43 x 4.55 mm

GRADING RESULTS

Carat Weight 1.54 carat
 Color Grade G
 Clarity Grade VS2
 Cut Grade Excellent

ADDITIONAL GRADING INFORMATION

Polish Very Good
 Symmetry Excellent
 Fluorescence Strong Blue
Comments: Additional twinning wisps, pinpoints and surface graining are not shown.

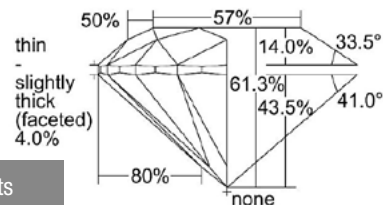
Comments can be warnings!
 GIA never say a diamond is bad. They use coded jargon.
 This one is OK.

If marked inclusions are easily identified laser inscriptions may not be added.

GIA REPORT
 6222256364

Verify this report at gia.edu

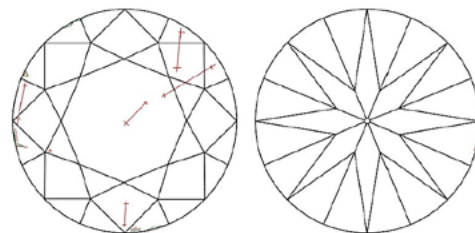
PROPORTIONS



Only round cuts have angles & proportions shown.

Profile to actual proportions

CLARITY CHARACTERISTICS



KEY TO SYMBOLS*

- Twinning Wisp
- Indented Natural
- Feather
- Natural

GIA only issue Cut Grade Reports for Round diamonds. The grades are: Excellent, Very Good, Good, Fair, Poor.

Symmetry & Polish must be Very Good or Excellent for the top Cut grade.

Fluoro grades: None, Faint, Medium, Strong & Very Strong. Screened Medium & Strong can be whiter, but there are traps.

FLUORESCENCE

A third of all diamonds glow blue under ultraviolet (UV) light, like white shirts in nightclubs. Fluorescence is almost always blue, grades are: faint, medium, strong or very strong. Blue is the complimentary colour of yellow, the common diamond tint. Reducing yellow gives colourless blue fluorescent diamonds an icy or blue-white appearance in bright lighting.

Because **some** fluorescent diamonds are dull, oily or milky in daylight, they all cost less. Yet many diamond experts say they prefer well-screened fluoro diamonds for their families. Why? Because they look better than their graded colour.

Prior to 2000 GIA lab colour grading lights emitted a lot of UV resulting in fluorescent diamonds being given a better colour grade. The trade discounted them. GIA have since changed the lamps but the discounting continues. I recommend properly screened Medium and Strong fluorescent grades. Very Strong stones can be problematic.

Fluoro diamonds are also discounted because they are harder to sell. The scientific explanation: "Fluorescence is visible light emitted by electrons when a diamond is excited by higher energy sources like UV & Xrays" is unromantic. Buying fluorescent diamonds requires expertise and selection is time consuming. International branded jewellers prefer to tell consumers that fluorescence is bad rather than train staff to recognise the benefits.

Rarely diamonds fluoresce in colours other than blue. Yellow and orange fluorescence make near colourless diamonds appear more tinted. Attractive fancy yellow or orange diamonds with fluorescence of the same colour are enhanced. White fluorescence is never beneficial as it always makes a diamond milky.

Screening and rejecting bad stones: In the lab I hold a stone almost touching a fluorescent tube that emits a lot of UV and if the stone shows an obvious blueish colour, goes hazy, or looks like whiskey and water being mixed, I reject it. The fact labs do not offer this grading is negligent, however it means I can get you a great diamond at a better price.



Two halves of two strong blue fluorescent diamonds: The left half is milky or hazy and the right half is crystal clear. We screen out bad diamonds giving our clients the benefit of whiter and brighter diamonds.

EVER WONDERED WHY CELEBRITIES DON'T BUY ORDINARY ROUND DIAMONDS?

Because celebs are not ordinary. They are rich & famous. Experts love to help them choose extraordinary diamonds; fancy shaped diamonds or fancy coloured diamonds, but rarely ever ordinary round diamonds.

The money spent on a round diamond will buy you a much bigger fancy shaped diamond. Bigger means more sparkle, more beauty, and celebrities love more admiration.

Why then do most people buy round diamonds? The answer is simple, 95% of fancy shaped diamonds are dull and lifeless. Experts help celebs get an extraordinary diamond. We are here to help you.

If you're spending a lot of money on a diamond a GIA grading report is essential. GIA can only give a cut grade for round white diamonds. They have no cut grading system for any other shape or colour. With no independent 'sparkle' grade, cutters simply cut to achieve a greater carat weight (see page 4) and the result is deep dull diamonds. The price for the entire category of fancy shape diamonds is about 30% less. That gives me an opportunity to get you a bigger carat weight and more sparkle for your money.

We encourage our clients to trade up to a bigger diamond at any time with no cost disadvantage. That we want diamonds we have sold back again, speaks for itself.

In addition to costing less than round cuts, oval, marquise, pear and some emerald cuts usually have a bigger surface area or spread.

How do I know which are the best few diamonds out of hundreds? Decades of diamond cut research and developing tools that are now used by many large diamond cutting firms gives me a huge advantage selecting the very best looking FSDs.



What is a Bow-Tie?

My Marquise, Pear and Oval cuts do not have the common ugly dark zone through the middle of the stone. I invented special technology to reject these diamonds and select the most brilliant.



TAKEAWAY: Why do FSDs cost less than round cuts?

- 1) Cutters get a bigger heavier stone from various shapes of rough diamond crystals.
- 2) There is no objective GIA 3rd party independent cut grade system for FSDs, only for rounds.
- 3) People pay twice as much for a 1.00ct than for a 0.90ct diamond, so cutters chase bigger carat weights & cheat on sparkle.
- 4) This cheating reduces the prices of all FSDs to your benefit (if chosen wisely).

FANCY SHAPED DIAMONDS

Well cut round diamonds set the benchmark for sparkle. While fancy shaped diamonds (FSDs) may not sparkle as much, they cost less, and some fancy shapes have a bigger surface area or spread than round cuts. What we should compare is sparkle per dollar!

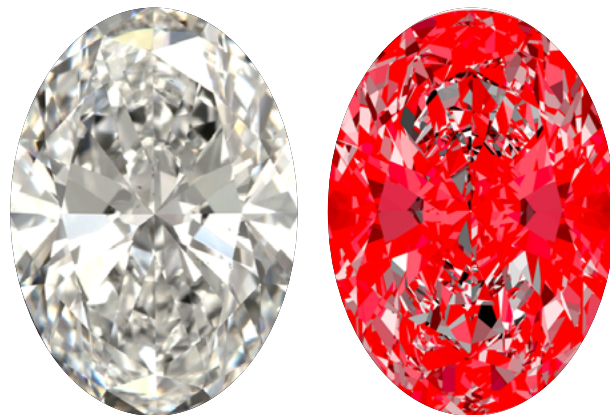
Why do FSDs cost less than rounds?

Firstly, cutters can often polish a bigger stone from a rough diamond crystal. Secondly, there is no objective GIA cut grade system for FSDs and so cutters can cheat light performance cutting the heaviest diamond possible. With so many FSDs having poor light return, all are priced lower, to your benefit.

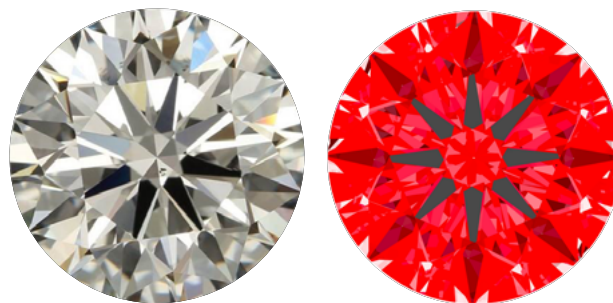
The tools and software I have developed are now used in many large diamond cutting factories helping me select the very best FSDs. These diamonds cost less, and often spread more than round stones. You can have a bigger look, more carats and more sparkle. An essential tool I use is DiamCalc™ to calculate diamond light return and fire while rejecting stones with ugly dark zones like 'bow-ties'. Computations are done face up and with the diamond model rocking through 30 degrees.

Different flavours

Different diamond cuts have different attributes. Emerald and Asscher cuts have big slow sparkles. Round diamonds combine big slow, and small fast sparkles. Our new patented Cushion cuts sparkle like round diamonds. Pear, Marquise and Oval cuts combine more fast, and some slow sparkles; with larger spreads, their gracious curved lines compliment any hand.



1.50ct oval photo and Ideal-scope image



1.10ct round photo and Ideal-scope image

These two diamonds are the same colour, clarity & cost the same! The ovals physical size is 1.5 times that of the 1ct round. It has least as much light return as shown by red in the Ideal-scope image. To get that physical size in a round diamond requires a 1.50ct stone and that costs more than twice as much!

GIA
GIA REPORT
7201449051
Verify this report at gia.edu

GIA DIAMOND GRADING REPORT

July 23, 2015
GIA Report Number 7201449051
Shape and Cutting Style Oval Brilliant
Measurements 7.99 x 5.89 x 3.48 mm

GRADING RESULTS

Carat Weight 1.04 carat
Color Grade D
Clarity Grade VS2

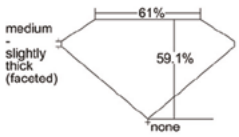
No Cut grade for fancy shapes

ADDITIONAL GRADING INFORMATION

Polish Excellent
Symmetry Excellent
Fluorescence Medium Blue
Inscription(s): GIA 7201449051

PROPORTIONS

Table and depth only

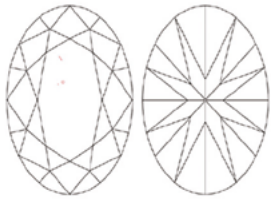


medium - slightly thick (faceted)
61%
59.1%
none

Profile not to actual proportions

Profile Not Actual Proportions

CLARITY CHARACTERISTICS



Insufficient information to make an assessment

Only round cuts have detailed proportions and a cut grade

GIA
GIA REPORT
2207474081
Verify this report at gia.edu

GIA DIAMOND GRADING REPORT

July 22, 2015
GIA Report Number 2207474081
Shape and Cutting Style Round Brilliant
Measurements 6.48 - 6.52 x 3.96 mm

GRADING RESULTS

Carat Weight 1.03 carat
Color Grade D
Clarity Grade VS2
Cut Grade Excellent

Poor, Fair, Good, Very Good, Excellent

ADDITIONAL GRADING INFORMATION

Polish Excellent
Symmetry Excellent
Fluorescence None
Inscription(s): GIA 2207474081
Comments: Pinpoints are not shown.

PROPORTIONS

Detailed proportions



55% 58% 15.0% 35.0°
medium (faceted) 3.5% 61.0% 43.0° 40.6°
80% none

Profile to actual proportions

Profile to Actual Proportions

CLARITY CHARACTERISTICS



GIA do not know how to grade the cut quality of fancy shaped diamonds

FANCY COLOURED DIAMONDS

Attractive natural coloured diamonds are rare. Advances in cutting technology have resulted in more saturated and evenly coloured diamonds (see the example page 7). As the appearance of yellow diamonds has improved, so too has their popularity.

Together with the three other members of the internationally respected 'Cut Group', we have led advances in fancy colour cutting. These new technologies enable paler coloured rough diamonds to be cut to maximise and display richer and more beautiful colour. Below are 4 examples of GIA lab grades for yellow diamonds that we stock.

In colourless diamonds contrast from alternating dark and bright flashes add to the sparkle and brilliance as you rock the diamond. Those same dark areas in coloured diamonds are distracting. Most fancy yellow diamonds have ugly dark zones resulting from poor cutting. If you look at images online you will see what I mean. They will be less beautiful in real life too.

Come into our stores in person and see how truly beautiful fancy coloured diamonds can be when well cut with no dark zones.



Fancy Light Yellow



Fancy Light Yellow



Fancy Intense Yellow



Fancy Vivid Yellow

Fancy Light Yellow diamonds cost about half the price of colourless stones. Vivids cost about twice as much.

Investment Diamonds

I provide investors with a brokerage buying and reselling service to source and negotiate the best investment diamonds deals in the global market; notably for pink diamonds which have grown in value by close to 20% a year over the past decade.



The first ever 1ct plus Vivid Pink Argyle diamond. This 1.03ct Marquise was cut and polished under the supervision of Stuart Devlin, the designer of the animals on our Australian coins. Price on application.

OUR WORKSHOP: THE ENGINE ROOM OF HOLLOWAY DIAMONDS

Holloway Diamonds began as Precious Metals in 1976. Garry's founding vision was to combine a full complement of skills and expertise to provide our clients with an exceptional jewellery experience. Our design consultants, gemmologists, master jewellers, and valuers all work together to provide this specialised service. Today more than half of the jewellery we make is custom designed and crafted to our clients wishes; an amazing testament to his original concept.

Over the decades we have maintained a commitment to provide exceptional service through education and adaptation, utilising the combined knowledge and skills of old and new. Today we combine

age old bench techniques with CAD (computer aided design). Our in house workshop allows us to repair, remodel or create a piece that is tailored to your individual needs on the premises. Additionally we can remelt all the old gold sitting in drawers and craft a beautiful wearable piece.

Throughout these years we have built and maintain lasting relationships with those who have enjoyed our services, assisting them to create pieces and collections that celebrate the milestones in their lives. Making jewellery as lasting symbols of celebration and love, possible heirlooms to pass on.

Our showrooms in Canterbury and Brighton are open from 9.30am to 5pm Monday to Friday and from 9am to 4 pm on Saturdays.



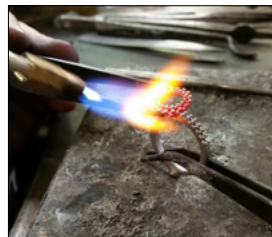
Expert sales consultants interpret your design ideas and then work closely with our jewellers to manage your project.



We source from a large inventory of exceptional diamonds or meet your requirements from local or overseas suppliers.



We will make your piece entirely by hand or with the latest computer aided design (CAD also enables a rendered image).



Award winning jewellers assist in the design process and work with your consultant to ensure accurate interpretation.



Your finished piece will exceed your expectations. If not we guarantee to remake it until you are satisfied.

HOLLOWAY
DIAMONDS
Precious Metals

**Our showrooms in Canterbury and Brighton are open from
9.30am to 5pm Monday to Friday and from 9.30am to 4pm on Saturdays.**

54 Church Street Brighton (03) 9593 1385
brighton@hollowaydiamonds.com.au

110-114 Canterbury Road Canterbury (03) 9830 5600
canterbury@hollowaydiamonds.com.au

www.HollowayDiamonds.com.au