



HOLLOWAY  
DIAMONDS  
*Precious Metals*

*Outshine*  
OUTSHINE



SIMPLY PUT  
A HOLLOWAY DIAMOND  
IS BIGGER, BRIGHTER  
AND OUTSHINES

# HOLLOWAY DIAMONDS

*Precious Metals*

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DIAMONDS











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PINK DIAMONDS





PINK DIAMONDS





CHAMPAGNE DIAMONDS







CHAMPAGNE DIAMONDS









CHAMPAGNE DIAMONDS







CHAMPAGNE DIAMONDS





*Fluide*  
FLUIDE COLLECTION





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FLUIDE COLLECTION













































# 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. Holloway Diamonds 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.

# A BRILLIANT HISTORY

Holloway Diamonds was first started in 1976, when geologist Garry Holloway formed the jewellery company Precious Metals to pursue his first love for diamond and gem design. Going on to master the science of diamond faceting, Garry has created some of the most advanced diamond cuts that are now used world-wide. Indeed, even the lab of the leading gem authority, the GIA, now uses one of Holloway's methods for diamond cut quality grading. At the same time, his range of individually handcrafted jewellery has become highly sought-after for its dazzling beauty and craftsmanship.

Synonymous with ingenuity, splendour and distinction, the name change to Holloway Diamonds both reflects the company's expertise and its star item – luxurious, luminous and exquisite diamonds of only the highest quality. Garry and his staff at Holloway Diamonds have been working hard to outdo even their own stunning reputation, adding new diamond cuts such as the princess, square and rectangular emerald cut to their repertoire. Their expertise ensures that each and every Holloway Diamond piece becomes a unique and highly-valuable item. Just take a look - each carefully-cut and polished diamond results in a sparkle so bright that it can only be described as breathtaking! These are pieces of timeless beauty: the ideal symbol for enduring love.

Quite simply, Holloway Diamonds are experts in diamonds that Outshine.

More details are available on our new website which will be updated often with new collections. Please visit **[www.HollowayDiamonds.com.au](http://www.HollowayDiamonds.com.au)**

