



HOLLOWAY
DIAMONDS

The Smart Way to Buy a Diamond

UNRAVEL THE SCIENCE OF SPARKLE AND DISCOVER HOW TO GET A
DIAMOND WITH MORE BEAUTY AND BRILLIANCE.

When One of the World's Toughest Diamond Critics Writes a Guide, You Read It.

FOUNDER GARRY HOLLOWAY

I'm not a marketer, and I'm certainly not an influencer. I'm a gemologist, an inventor, and for over 50 years, one of the toughest diamond cut graders in the world. I didn't just study diamonds; I changed how the industry evaluates them. Tools I created such as the Holloway Cut Adviser (HCA) and the Ideal-Scope are now used globally to judge what truly matters: sparkle, symmetry and brilliance.

At Holloway Diamonds, we reject 97 out of every 100 diamonds graded by the GIA as Triple Excellent (XXX). Paperwork may say "perfect," but true sparkle comes from physics, precision, and relentless standards. In this guide, I've distilled decades of knowledge into the same insights I've taught to diamond cutters, jewellers and gemmology experts around the world. If you're about to make one of life's most meaningful purchases, don't take advice from just anyone. Learn how to see diamonds the way I do.



*"I don't care what the certificate says. If
it doesn't sparkle, we don't sell it"*

GARRY HOLLOWAY

The gemologist who rejects 97 out of every 100 diamonds.



The Carat Myth: What the Industry Won't Tell You & Why Size Doesn't Always Sparkle



FOUNDER GARRY HOLLOWAY

A 1.00 carat diamond might sound more impressive than a 0.78 carat, but it can actually sparkle less and even look smaller. Most diamonds are cut too deep to hit so-called "magic" weights like 1.00 carat, even if it dulls their brilliance. Why? Diamond cutters make more money by cutting rough diamonds to reach key carat weights, even if it results in a duller appearance. The same rough could have been polished into a 0.78 carat diamond with more sparkle and greater visual impact, for less cost.

The result? A poorly cut 1.00 carat can appear smaller and less brilliant than a well-cut 0.78 carat stone. That smaller diamond may actually look bigger, brighter and more beautiful on the finger.

SPARKLE TIP: BIGGER ISN'T BETTER. SMARTER IS.

Diamond cutters often make more money by cutting rough diamonds to reach key carat weights, even if it results in a duller appearance. The same rough could have been polished into a 0.78 carat diamond with more sparkle and greater visual impact — for less cost.

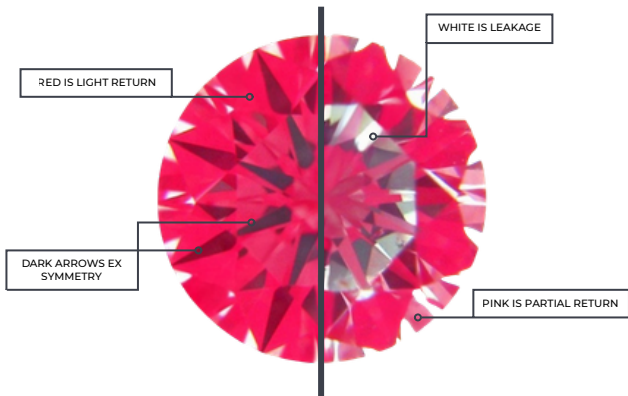
Brilliance by Design: The Art and Science of Cut

WHY CUT IS THE REAL MVP OF SPARKLE

When people think about diamonds, they usually focus on Carat, Clarity and Colour. But Cut is what makes a diamond truly dazzle. It determines how light interacts with the stone and how much brilliance it reflects back to your eyes. In fact, it's the number one factor in sparkle.

Garry has spent decades developing tools like the Ideal-Scope, ASET, and the Holloway Cut Adviser (HCA) to measure how effectively a diamond handles light. These aren't gimmicks. They're used by jewellers and diamond experts around the world to expose poor light performance and highlight true brilliance.

At Holloway Diamonds, we test every single stone with these tools. Almost all are rejected and don't make it into our collection. That's how we deliver diamonds that look up to twice their size and sparkle like crazy.



Garry Holloway invented Ideal-Scope, ASET and Holloway Cut Adviser (HCA). They are used widely in the diamond industry for cutting and selling diamonds.

Sparkle Tip: A well-cut diamond isn't just brighter. It looks bigger, feels livelier, and turns heads in any light.
GARRY HOLLOWAY



Clarity: The Truth About Flaws

DON'T PAY FOR WHAT YOU CAN'T SEE

Clarity doesn't always mean sparkle. In fact, many flawless diamonds look no better to the naked eye than those with tiny, invisible inclusions. That's why we choose diamonds that are crystal clear when worn, not just on paper.

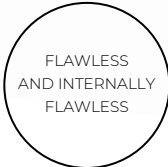
Our sweet spot? VS and SI grades — these offer better value without visible flaws.

Myth: Flawless diamonds sparkle more.

Truth: Sparkle comes from cut, not clarity.



Microscopic Inclusions

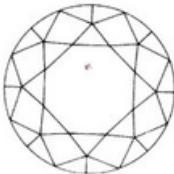


FL



VVS1 VVS2

VERY VERY SLIGHT



VS1 VS2

VERY SLIGHT



SI1 SI2

SLIGHT

Premium for Rarity
OVER VALUED

Holloway's Recommendation
UNDER VALUED

Visible Inclusions



P1 or I1



P2 or I2

P3 or I3

PIQUÉ OR IMPERFECT

Reduced Brilliance

Clarity: What the Industry Doesn't Want You to Know

WHY WHITER ISN'T ALWAYS WISER

Diamonds are graded for colour from D (colourless) to Z (yellow/brown) — but most of what you've been told about diamond colour is driven by perception, not performance.

Here's what the industry doesn't tell you:

Most people can't see the difference between a D and an H colour diamond, especially in a well-cut round stone. That tiny difference on paper? It could cost you thousands — and give you nothing extra in return.

Bigger diamonds reflect more colour, so yes, colour does matter. But what matters more? Cut.

A well-cut diamond — like our Holloway Ideal-Cut stones — reflects light so efficiently that it appears whiter, brighter, and more brilliant than its paper grade suggests.

Colourless 'Icy White'

Yellowish or Brownish



Smart Buy Tip: Our sweet spot: D–H colour diamonds with top-tier cut and natural blue fluorescence. They look icy white, cost significantly less, and sparkle like stars.



Fluorescence: The Industry's Most Overlooked Advantage

FLUORESCENCE

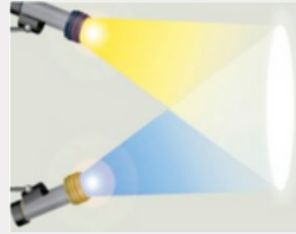
1 in 3 diamonds glows blue under UV light — and that's actually a good thing.

Blue fluorescence can make a diamond appear whiter and brighter.

Most people don't know this, and most retailers don't explain it.

That's why we screen out the milky or hazy ones, giving you only the clear, bright, icy-white stones.

Smart Buy Tip: Blue fluorescent diamonds offer better value. When chosen correctly, they face up a full grade whiter in natural light without the premium price tag.



NATURE'S FILTER: HOW BLUE FLUORESCENCE WHITENS DIAMONDS

Blue fluorescence acts like a natural bleach under lighting, making our diamonds appear icy white—especially when they're cut to perfection.



THE CLEAR CHOICE: SCREENING FLUORESCENCE FOR QUALITY

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.

Poorly Lit Room



H LOOKS H

Bright Indoors



H LOOKS G

Shaded Indoors

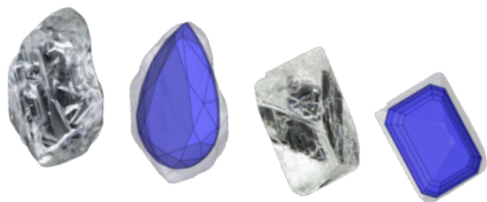


H LOOKS F

LIGHTING MAGIC: HOW FLUORESCENCE CHANGES WHAT YOU SEE

In great lighting, a blue fluorescent diamond can appear up to two colour grades whiter. Take a GIA H-colour fluorescent diamond, for example.

Fancy Shapes: More Diamond for Your Money



FANCY-SHAPED DIAMONDS COST LESS BECAUSE CUTTERS CAN 'FIT' A SHAPE THAT MAXIMISE THE YIELD FROM A ROUGH DIAMOND.

The GIA doesn't have a cut quality grade for fancy shaped diamonds, but at Holloway we do. We use the ASET scope to ensure maximum light performance. However, it is not possible for a fancy-shaped diamond to sparkle as effectively as our round diamonds, so having a bigger diamond for the same cost can make up for the reduced brilliance.



MORE DIAMOND FOR YOUR MONEY

Oval, pear, and marquise diamonds can appear larger for their carat weight and typically cost 20-30% less than round brilliant cuts — making them a smart choice for visual impact and value.

But this value can quickly disappear if the cut quality isn't right. That's why we reject 95% of fancy shapes using our ASET scope and only sell those that meet our strict light performance standards.

Keep in mind, fancy shapes (especially in larger sizes) tend to reveal more colour. To avoid visible tints, we only sell higher colour grade fancy shape diamonds.

Tip: Watch out for 'crushed ice' areas in some cuts — these areas with tiny facets amplify colour.

Fancy Shapes: More Diamond for Your Money

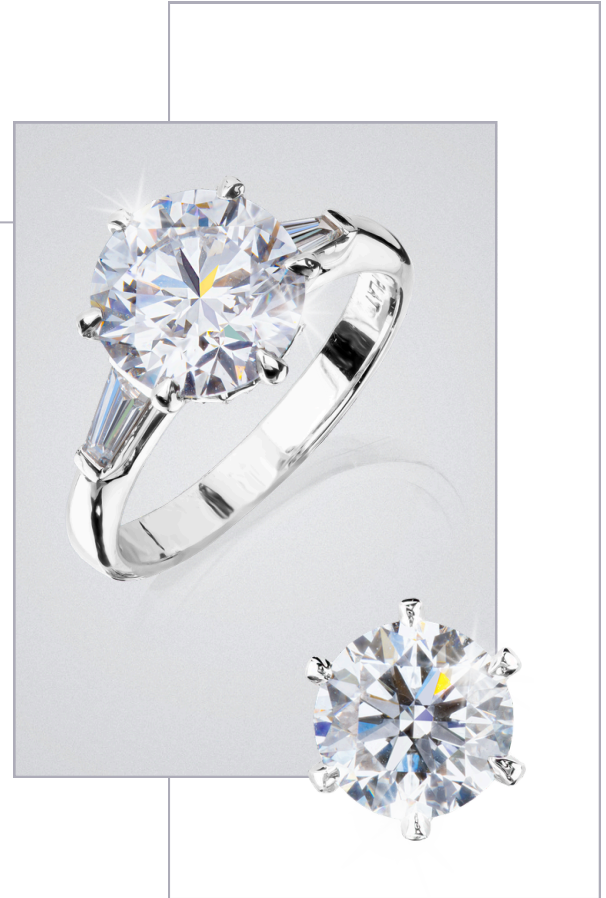
WHY A HOLLOWAY DIAMOND™ LOOKS TWICE AS GOOD

We don't follow the industry standard. We set it. Here's how we guarantee superior sparkle:

- 97 out of every 100 diamonds are rejected.
- Every diamond goes through a strict vetting process that exceeds GIA certification.
- Our tools, the Holloway Cut Adviser (HCA), the Ideal-Scope and ASET, are used worldwide—we created them.
- All of our round diamonds come with a GIA Triple Excellent (XXX) report.
- Not all diamonds are crystal clear, but ours are.

We only sell diamonds we'd proudly take back for an upgrade. Most of our clients return to upgrade, and we design our selection with that in mind from the start.

The result: A Holloway diamond™ looks larger and sparkles more than others that can cost twice as much.



Smarter Choices, Bigger Sparkle

Real-Life Diamond Advice That Outshines Paper-Perfect Picks

REAL-LIFE EXPERIENCE: FROM CONFUSED TO CONFIDENT

"I'm looking for a 1.00ct, D Colour, VS2 Clarity, Triple Excellent GIA diamond."

It's a request we hear often. On paper, it sounds flawless — and it's the go-to search result for anyone diving into GIA reports or following conventional online advice.

But here's the truth: What looks perfect on paper doesn't always translate to the best performance in real life.

Instead of letting our client overspend on textbook specs, we offered a smarter choice — one that delivered a diamond that looked brighter, appeared whiter, and had more presence in real life.

What They Asked For

1.00ct
D Colour
VS2 Clarity
GIA Triple Excellent (XXX)
Looks "perfect" on paper

What We Offered Instead

0.90ct
G Colour with Fluorescence
SI1 Clarity
GIA Triple Excellent (XXX) + Holloway Ideal Cut
Looks brighter, bigger, and whiter in real life

WHY IT WORKED

A diamond that offered more brilliance, more presence — and a smarter investment overall:

- **Ideal Cut** → More sparkle, more light return, better spread.
- **G Colour with Fluorescence** → Appears whiter than D in most everyday lighting.
- **SI1 Clarity** → Eye-clean, so it looks flawless without paying for invisible "paper" grades.
- **Exclusive Upgrade Program** → Available only at Holloway Diamonds, so your diamond can grow with your love story.



HOLLOWAY
DIAMONDS

Ready to See the Difference?

BOOK YOUR COMPLIMENTARY IDEAL-SCOPE DEMO AND WITNESS THE
SPARKLE FOR YOURSELF.

Make an Appointment



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