Planning an Engagement: Choosing a Diamond Ring by Jeffry Pullam

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Diamonds are expensive because of their beauty, rarity, and inherent properties not found in other gems. While many would argue that diamonds are not really as rare as advertised, the natural and manual processes involved in creating, retrieving, and polishing diamonds add to the value of the said gems. The beauty, durability, and luxury of diamonds make them the ideal symbolic gift for an engagement. With this in mind, a certain jewelry company was able to launch one of the most successful marketing slogans in history stating that a diamond can last forever.

Not all diamonds are created equal, though. There are several factors that make each piece unique. If you are shopping for a diamond engagement ring, be prepared to consider more things in choosing the right ring for your loved one than just the size of his/her finger. You should also be familiar with the many ring styles, and most importantly, you should know what diamond to choose as the centerpiece for your gift.

There are several criteria in determining the quality of a diamond. First, you need to know about the â€œFour Csâ€• of diamonds: cut, clarity, color, and carat. Cut refers to how a diamond is shaped for polishing; much of a diamond's brilliance depends on its cut. Clarity is a measure of how flawless a diamond is. The color of a diamond is valued if there is no hue or coloration present. Carat is the weight unit by which diamonds are measured.

There are other qualities and characteristics used to evaluate a diamond. Most of these can be measured by gemologists before a diamond is given a grading. This grading comes in the form of a certificate, which states the properties of a diamond. Many Houston jewelry stores carry certified diamonds in their inventory. Note however, that a certificate does not put a monetary value on a diamond; it only states the quality of a certain piece.

In choosing a diamond ring, you can select the shape of the diamond and the setting or placement of the gem on the ring. Common diamond shapes include Oval, Round, Heart, Emerald, Pear, Marquise, Princess, Radiant, Trilliant, and Asscher. Jewelry stores in Houston TX have a wide selection of diamond rings of various shapes, sizes, and gem placements.

To know more about diamonds, you can go to thediamondbuyingguide.com and selectingadiamond.com. These resources can give you more information on how to choose the right diamond jewelry piece. If you would like to know whom to purchase from, you can check out online listings of jewelry stores Houston clients have come to trust for their diamond selections.

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