

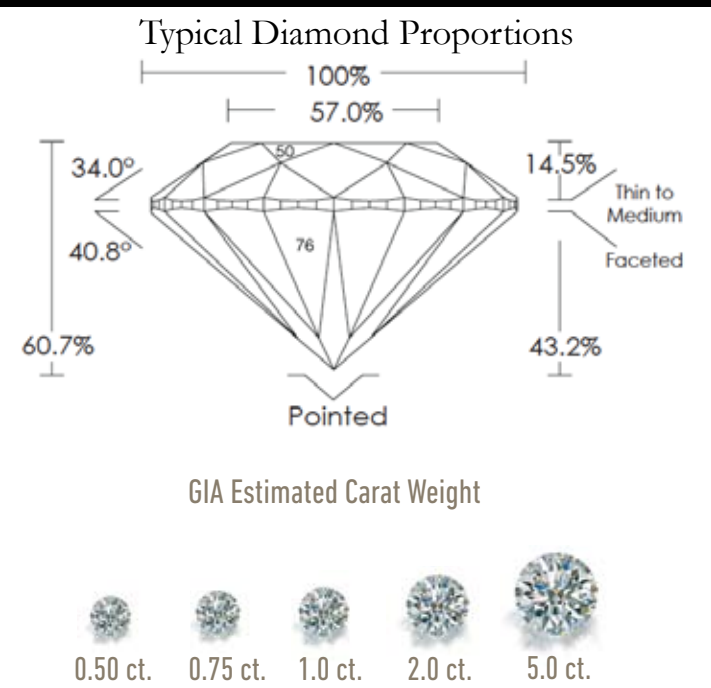
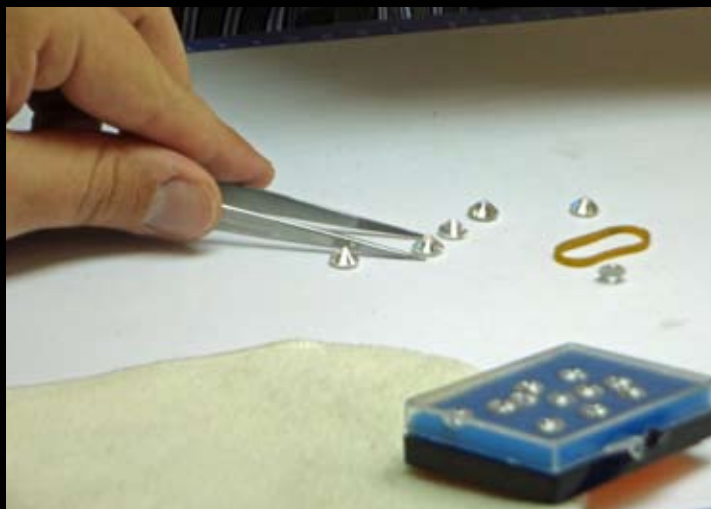


With our in-store diamond lab and GIA gemological training, we do everything possible to make sure your diamond purchase is based on thorough knowledge and complete information all guided by one of our experts. As our client, you trust us to provide honest and accurate diamond grades. We owe it to four generations of family and trusting clients to provide you with this service.

The King's Jewelers

Guide to Diamonds

Every diamond sold at The King's Jewelers is graded by one of our GIA trained staff. This includes diamonds that have been certified by one of the reputable labs, GIA or AGS. We take that same diamond and re-grade it in our own lab to verify the accuracy and authenticity of the certificate. By keeping this watchful eye, The King's Jewelers provides you with the peace of mind that your diamond is actually what has been presented to you.



The King's Jewelers

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Follow us on



Brilliance (Cut)

In addition to grading and re-grading all our diamonds, we run a complete light performance evaluation on each diamond over 1/4 carat. **The goal when a diamond is cut is for all the light that goes in the top of the diamond to reflect back out to the viewer's eye.** Light return is what makes a diamond sparkle and requires symmetrical faceting and precise polishing. This evaluation is done using the Angular Spectrum Evaluation Technology (ASET), a proprietary machine only available to American Gem Society Jewelers. Using the colors of red, green and blue, the ASET provides a unique “thumbprint” of your diamond, documenting its light performance and beauty. As opposed to the old method of measuring angles and proportions, the ASET allows us to measure what matters most – how brilliant your diamond is.

Cut Scale

AGS	0	1	2	3	4	5	6	7	8	9	10
	AGS Ideal	AGS Excellent	AGS Very Good	AGS Good			AGS Fair			AGS Poor	

Personality (Color)



While the color most often associated with diamonds is colorless or white, they can also include beautiful shades of pinks, yellows, browns, grays, blues, greens, and reds. These can be naturally occurring or artificially created. Reflect your personality by choosing a diamond color that suites your individual taste. Unless the diamond is considered a “fancy” color, a color scale ranging from colorless to yellow is commonly used.

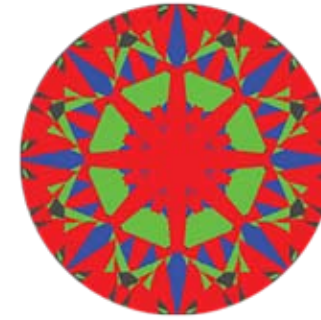
	Colorless			Near Colorless			Faint Yellow			Very Light Yellow			Light Yellow										
GIA	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Light Performance Maps are color coded images that show the varying areas of performance within the diamond.

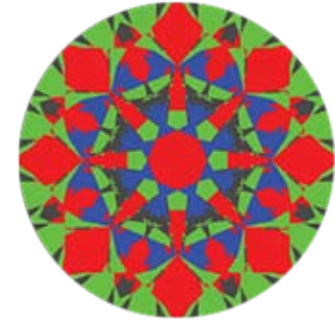
- Bright Areas
- High Contrast
- Less Bright
- Non-productive



Ideal Performance
High percentage of red, good distribution of green, and minimal areas of gray.



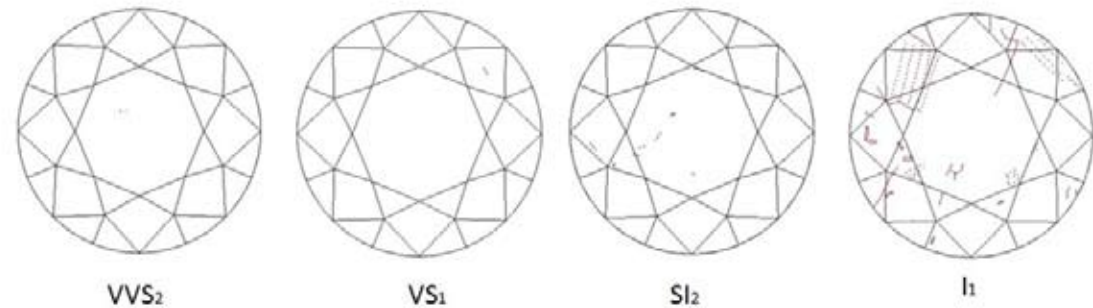
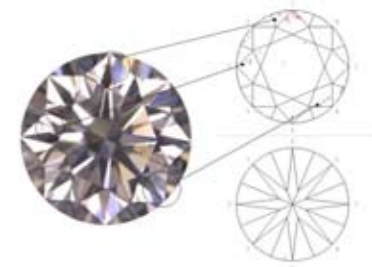
Good Performance
Decreasing amounts of red and increasing amounts of green and/or gray.



Fair Performance
Low percentage of red and high percentages of green and/or gray.

Uniqueness (Clarity)

Most diamonds contain naturally occurring internal characteristics. The location, size, color and quantity determine a diamond's clarity grade. No two diamonds have the exact same characteristics making each diamond as unique as you.



	Flowless/IF		Very Very Slightly Included		Very Slightly Included		Slightly Included		Included		
Industry	Flowless/IF	VVS1	VVS2	VS1	VS2	S11	S12	I1	I2	I3	