

# BUYING A DIAMOND



The most important step in buying a diamond is to choose one that appeals to you personally. While it is key to understand the technical aspects of diamonds, it is most important to fall in love with your diamond.

Diamonds are the hardest natural substance known to man. The four factors that determine the value of a diamond is known as the 'Four C's'.

## Carat

Carat weight measures a diamond's weight and size. Originally, the weight of a diamond was measured against the weight of the Carob seed, from here the name 'carat' originated. One carat is equal to 100 points. Examples are: a half a carat is a 50-pointer and a three quarter carat is referred to as a 75-point diamond.



## Clarity

Clarity refers to the inclusions which naturally occur in diamonds.

Characteristics such as internal spots or lines are called inclusions. Although these marks make each diamond unique, the fewer the inclusions, the more valuable the diamond.

Diamond Grading Laboratories use an internationally standardised scale to indicate the clarity of a diamond. All clarity grades refer to inclusions visible under 10X magnification, thus

a diamond with slight inclusions may still look clear to the naked eye.

The following terms are used in certificates issued when grading a diamond's clarity: (inclusions under 10 power magnification)

**F** = Flawless  
(No visible inclusions under 10 power magnification)

**IF** = Internally Flawless  
(No internal inclusions)

**VVS1** = Very very slightly included 1

**VVS2** = Very very slightly included 2

**VS1** = Very slightly included 1

**VS2** = Very slightly included 2

**SI1** = slightly included 1

**SI2** = slightly included 2

**SI3** = slightly included 3

(Between SI3 and I1 you could start seeing the inclusions with the naked eye)

**I1** = Included 1

**I2** = Included 2

**I3** = Included 3

## Colour

Colour of a diamond refers to how colourless the diamond is.

Laboratories use an international scale to determine colour in a diamond. The chart below illustrates the colour scale from colourless to the yellow diamonds:

Diamonds also come in a spectrum of very prominent majestic colours, known as **fancies**, and are valued for their depth of colour. These are exceptionally rare and valuable.



## Cut

Cut is used to describe the shape of a diamond. Each diamond is cut to very exacting standards. The most common cut, the **round brilliant**, has 58 facets, or small, flat, polished planes

designed to yield the maximum amount of light to be reflected back to the viewer.

The reflection, known as **brilliance**, is an extremely important factor in evaluating the quality of a diamond's cut. A poorly cut diamond will lose light and appear dull.

A diamond grading laboratory will indicate the specifications of the stones on all diamond certificates.



### New Advances

Technological advances have made it possible for natural diamonds to be enhanced, which increases their beauty and affordability. Diamonds can also be grown in a laboratory environment.

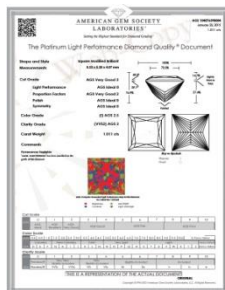
#### Synthetic diamonds

These diamonds are that grown in a laboratory under controlled conditions. Synthetic diamonds have all the same properties of a natural diamond and it is very difficult to separate them from natural diamonds without special training and equipment.

#### Enhanced diamonds

Technology to improve the colour and clarity of certain types of diamonds is currently being used on a small number of diamonds. It is not possible to determine if a diamond has been enhanced just by looking at it.

Your jeweller is required to inform you if a diamond is synthetic, enhanced / treated as this affects the price of the stone. The certificate provided by a laboratory will clearly state if the diamond is natural or synthetic and will highlight any treatments.



### Conflict Free Diamonds

Diamonds sold to fund weapons of war used against recognised governments are known as conflict diamonds. In 2002, fifty-two governments from around the world ratified and adopted the Kimberley Process Certification Scheme in order to fully combat the scourge of conflict diamonds.

The total number of governments involved today is 74. In essence, these countries have agreed that they will only allow the import and export of rough diamonds if they come from or are being exported to another Kimberley Process participant. South Africa is one of the participants.

In order to strengthen the credibility of the Kimberley Process agreement, a System of Warranties for diamonds has been implemented. Under this system, all buyers and sellers of both rough and polished diamonds must insert a clause on all invoices, stating that the diamonds they have invoiced have been purchased from legitimate sources in compliance with United Nations resolutions.

All members of the Jewellery Council only sell conflict-free diamonds and have adopted the principles to trade only with companies that include warranty declarations on their invoices.

### COLOURED GEMSTONES



#### Overall Appearance

The objective in cutting, sculpting and polishing transparent gemstones is to enhance their exquisite brilliance, transparency and translucency. There are many classic outlines, the best known are ovals, rounds, cushions, emerald cut, pears, marquise, squares, triangles and cabochon style cuts.

When evaluating the quality of cut, ensure that the gemstone has an even reflectivity and colour and that the shape is proportional.

#### Natural, Simulant and Synthetic Gemstones



Gem materials are occasionally treated to improve their appearance. The aim of treatments is to strengthen colour, improve clarity, improve lustre or improve durability.

When buying a gemstone, you might also come across 'simulants'. These can be artificial stones that imitate the appearance of a gemstone.

Many important natural gemstones, including ruby, sapphire and emerald, have man-made counterparts that are manufactured in a laboratory. Such materials are called synthetics or created gemstones.

In all cases, your jeweller should disclose whether they are selling a natural gemstone, a simulant or a synthetic as this information affects your purchase price, cleaning methods and repairs as well as replacement of an insured loss.

### Mini Guide to Birthstones

Month	Image	Stone	Symbolism
January		Garnet Dark Red	They represent strength, health and deep insight.
February		Amethyst Purple	Symbolises peace, love and happiness
March		Aquamarine Pale Blue	Symbolises courage and peace
April		Diamond White / clear	Symbolises strength, courage and good fortune
May		Emerald Bright Green	Represents love, happiness in marriage and loyalty
June		Pearl Cream	Symbolises faithfulness, purity, innocence and charity.
July		Ruby Red	Symbolises wisdom and a nurturing heart
August		Peridot Pale Green	Represents friendliness, relationships and compassion
September		Sapphire Deep Blue	Symbolises joy, peace and beauty
October		Opal Variegated	Signifies a creative spirit, new friendships and healthy relationships.
November		Citrine Yellow to Brown	Signifies comfort, wealth and a creative spirit.
December		Turquoise Sky Blue or Tanzanite	Signifies valour, strength and wisdom.

## Tanzanite



Tanzanite is a rare, precious gemstone that was discovered at the foothills of Mount Kilimanjaro, its only known source in the world. While some tanzanite is mined with natural bluish purple colours, most on the market have been heat-treated to enhance the colour.

It is also estimated that the mining of Tanzanite will only continue for another 10-15 years. This adds to its special allure and popularity as an investment stone. Tanzanite is delicate and should be worn with great care.

Its distinct cleavage plane means that tanzanite is a stone which has a lower durability and is more prone to chipping than most traditional gemstones.

The quality, and therefore the value of cut tanzanite is judged based on a recognised set of criteria that has been established by the Tanzanite Foundation. This scale is similar to the criteria used to evaluate diamonds.

## Pearls

Pearls are one of the oldest gems on earth and need no cutting. They are organic gems created when an oyster covers an irritant/nucleus in the oyster with beautiful concentric layers of nacre. Cultured pearls are natural in the process of formation.

### Akoya Pearls

They are the classic cultured pearls of Japan formed by the Akoya oyster ranging in size from about 2mm to 10.5mm. Their colours range from silvery white and cream to gold with overtones of rose and blue/green.

### South Sea Pearls

Large pearls cultivated by the white-lipped oyster and are found in the warmer waters along the coasts of the South Seas. Colours are typically white, silver and gold with sizes from 9mm to as large as 20mm.

### Tahitian Pearls

Large pearls cultivated by the black-lipped oyster and range from 9mm to over 16mm. Tahitian pearls range from natural dark colours to black with overtones of peacock and green.

### Freshwater Pearls

Freshwater Pearls are cultivated in mussels in freshwater lakes and rivers. The interesting shapes and sizes vary and colours range from white to the natural pinks, apricots and mauves.

## Pearl Grading

### Orient/Lustre

The thicker and more perfect the nacre/surface the higher the lustre.

### Surface

The cleaner the surface the higher the quality.

### Shape

Rounder pearls are more precious.

### Colour

Pearls come in several natural shades. White-silver with slight rose overtone is the highest quality.

### Size

As with gemstones; the larger the pearl, the higher the value.



## PRECIOUS METALS

### Overview of Precious Metals

The best known precious metals are the platinum group, gold and silver.

### Gold

Pure gold has a bright yellow colour. Gold jewellery is usually described in terms of 'caratage' to indicate the level of the gold content. Gold is often mixed with other metals to increase its strength or change its colour. This mixture is called an alloy. Pure gold (24ct) is very soft and can show signs of wear easily. Most gold jewellery sold in South Africa is 9ct.

Many countries allow various caratages of gold jewellery to be sold. In South Africa one can sell 5, 8, 9, 10, 14, 18, 19.2, 20, 22 and 24 carat gold. The value of gold jewellery is based, in part, on its gold content. Consequently, most gold jewellery worldwide is marked with its caratage or fineness, often as part of the hallmark. You can recognise the gold content by the hallmark.

Carat of gold is expressed in parts of pure gold per 1000, as per the following examples:

- 750 fineness, the measure for 18ct gold indicates 750 parts of gold per 1000 or 75% gold;
- 375 fineness, the measure for 9ct gold indicates 375 parts of gold per 1000 or 37.5% gold.



## Platinum

Platinum is one of the rarest of the precious metals. Naturally white, platinum will not fade or tarnish – keeping its natural white colour forever. Platinum is also a very strong metal. Its purity makes it hypo-allergenic and ideal for those with sensitive skin. Similar to gold, the purity of the metal is expressed in parts per 1000 and can be identified through its hallmark.

In South Africa manufacturers and retailers are required to ensure that the jewellery is marked with one of the following: Platinum, Pt, Pt950, Plat, Plat 950. The standard in South Africa for all platinum jewellery is 95% purity. South Africa is the leading producer.



### *What is the difference between platinum and white gold?*

Platinum is naturally white, whereas gold is yellow. White gold is a mixture of yellow gold with other metals, often one of the platinum group metals to achieve a white look. The colour of white gold is further enhanced with rhodium plating, another platinum group metal.

### *Why is a platinum ring more expensive than gold?*

The rarity of platinum means that its price is invariably higher than that of gold. Platinum jewellery is generally 95% pure platinum compared with 18 carat gold jewellery which is 75% gold.

Platinum is denser than gold, so a piece of platinum jewellery weighs over a third more than the same piece made of 18 carat gold.

### *Will platinum jewellery scratch?*

All precious metals can scratch, and platinum is no exception. However, a scratch on platinum is merely a displacement of the metal and none of its volume or value is lost.



## Silver

Silver is a soft, white, lustrous metal and is used in currency, ornaments and jewellery. Sterling silver is an alloy of silver containing 92.5% pure silver and 7.5% other metals, usually copper.



## Buy with Confidence

*When buying a piece of fine jewellery, you are making an important decision, one which deserves the attention and time to ensure that you're truly getting a gift for life.*

*Consult a reputable jeweller; a member of the Jewellery Council of South Africa. Look for the Jewellery Council logo in the store. All members abide by a **Code of Ethics and Conduct**, ensuring you of a well-informed purchase.*

*Council members are knowledgeable. They offer a wide range of services from purchases to caring, cleaning and maintaining your jewellery; for example checking your claws, repairs, custom design or answering questions you may have about jewellery.*



## COLOURED GOLD



While pure gold is yellow in colour, it can be changed into various colours. These colours are generally obtained by alloying gold with other elements in various proportions.

For example, alloys which are mixed 14 parts gold to 10 parts alloy create 14 carat gold. There are many possible alloys and mixtures, but in general the addition of silver will colour gold white, and the addition of copper will colour it red.

An alloy with a mix of around 50/50 copper and silver added to the gold, gives the range of yellow gold alloys the public is accustomed to seeing in the marketplace.

### White Gold

White gold is an alloy of gold and at least one white metal, usually nickel, manganese or palladium.

White gold alloys can be used for different purposes; while a nickel alloy is hard and strong and therefore good for rings and pins, gold-palladium alloys are soft, pliable and good for white gold gemstone settings, sometimes mixed with other metals like copper, silver, and platinum for weight and durability.

White gold is usually plated with rhodium to provide its distinctive mirror finish. Many believe that the colour of the rhodium plating is actually the colour of white gold.

This plating can wear away, revealing the yellow-gray colour of the white gold. When this happens, your jeweller can have the piece replated in rhodium to restore the full brilliance of the piece.

### Rose Gold

Rose gold is a gold and copper alloy widely used for specialised jewellery. It is also known as pink gold and red gold.

Although the names are often used interchangeably, the difference between red, rose, and pink gold is the copper content – the higher the copper content, the stronger the red colouration.

### Green Gold

Green gold alloys are made by leaving the copper out of the alloy mixture and just using gold and silver. It actually appears as a greenish yellow rather than green.

## NEW METALS FOR JEWELLERY

### Stainless Steel Jewellery

Stainless steel is a relatively hard and durable metal. It is similar in appearance to silver and will not tarnish which is why it is increasingly used in jewellery.

Stainless jewellery can be (but is not always) made without nickel making it suitable for those allergic to nickel.

Stainless steel jewellery does not have the same lustre or shine as other metals but some prefer its slightly more metallic appearance, particularly men.



### Titanium Jewellery

Titanium is a natural element which has a silver-greyish-white colour. Titanium is the hardest natural metal in the world.

It is very strong, three times the strength of steel and much stronger than gold, silver and platinum and yet is very light in

weight. Pure titanium is also 100% hypoallergenic which means it will not react to your skin.

Titanium provides several unique factors that make it the ideal metal for jewellery rings. It offers an exotic array of colours such as blue, purple, blue-moon, night sky and black rainbow colours.

The colour is created by oxidation. The colour will not fade or chip though it can be scratched off.

## Palladium Jewellery

Palladium is a rare and lustrous silvery-white metal that resembles platinum and forms part of the platinum group metals along with platinum, rhodium, ruthenium, iridium and osmium.

Palladium is used as a precious metal in jewellery as an alternative to platinum or white gold. This is due to its naturally white properties, eliminating the need for rhodium plating. It is proportionally much lighter than platinum.

## MARKING AND HALLMARKING PRECIOUS METALS

As a minimum, all items of jewellery is stamped with a 'fineness mark' declaring the content of precious metal in the alloy.

### Hallmarking

A hallmark is a mark or series of marks struck on items made of precious metals – platinum, gold, silver and palladium. Hallmarks guarantee a certain purity or fineness of the metal.



National hallmarking systems differ from country to country. In South Africa, the following are the most popular caratages which are stamped on jewellery:

**Platinum:** Pt950; Pt900; Pt850

**Gold:** 9ct or 375; 18ct or 750

**Silver:** SIL, S925 or 925; S835 or 835

## Combination Metal Jewellery

The jeweller can often use more than one type of metal in a piece of jewellery in order to create a different look and feel.

Your jeweller can advise you regarding this and disclose the different metal content. These can be distinguished in two groupings:

### *Products where both metals are visible*

Combinations between white gold and yellow gold have become very popular. White gold is often used for the metal that holds a diamond (the setting) to enhance the visual impact. In this case, the hallmark will only indicate the purity of the gold.

When silver is combined with gold, the two sections are often stamped separately, indicating which section is silver and which gold, also containing the purity of each metal in the hallmark.

### *Products where only one metal is visible*

In some cases, gold will be manufactured in a hollow form, often used in earrings to minimise the weight. To strengthen the gold and prevent damage, the product is then filled with silver.

These products will carry a silver hallmark or have a combination hallmark that shows the % gold content and the % silver content.

### *Plated jewellery and bonded gold jewellery*

Plated refers to a piece of jewellery that is made from a metal such as copper or silver and then covered, through an electroplating process, with a thin layer of precious metal, usually gold. The product is usually hallmarked only based on the silver content and not a gold hallmark.

This form of jewellery, classified as costume jewellery, is more affordable than fine gold jewellery. The plating will wear off in time but can be replated to restore the original look.

'Bonded' refers to jewellery where gold is bonded through heat with the original metal, often silver. The bonded product contains a much thicker layer of gold that is less likely to wear through. You will either find a silver hallmark or a combination hallmark specifying the silver and gold content separately. Your jeweller has a responsibility to advise you as to the product you are purchasing.

## WATCHES

### Types of Watches

#### Analogue

Analogue watches use traditional time telling "hands".



## Chronograph

This refers to an Analogue or Digital watch that includes a stop watch or chronograph and measures hours, minutes, seconds and fractions of seconds and can be started, stopped and reset as required.



## Digital

Digital watches have no moving parts and display time with LCD (Liquid Crystal Display) or LED (Light Emitting Diode) format.



## Aspects to consider when buying a watch

### *Antimagnetic*

A watch constructed from metals resistant to the effects of magnetic fields, as magnetic fields could disrupt accurate time keeping.

### *Shock Resistance*

Many modern watches are protected with internal cushions which lessen the effects of sudden blows.

### *Automatic or Self Winding*

Watches that can wind themselves as the wearer's wrist moves.

### *Quartz Watches*

Battery powered watches usually with a battery life of 2 to 10 years depending on the type of movement used by the manufacturer.

### *Watch Glasses*

There are several types: plastic, glass, mineral glass and Sapphire Crystal glass. These vary in scratch resistance from non scratch-resistant plastic to virtually scratch-resistant Sapphire Crystal.

### *Waterproofing*

Water resistant watches have special seals which protect the watch to specified pressures and depths, dirt and other outside

elements. The biggest misconception is assuming that watches are waterproof. A watch is not waterproof. It is water resistant.

Every watch carries a designation on how much water the moisture seals can withstand, i.e. 30m, 50m, 100m etc. Technically, this means these watches have been water-tested to these depth levels, however, normal human diving conditions seldom exceed 30m to 50m depth levels.

It is important to note that any watch with a rating of less than 50m should not be used for swimming or diving. Watches with a depth rating of 200m or more are generally suitable for diving purposes.

## CARING FOR YOUR JEWELLERY, DIAMONDS AND GEMS

### Jewellery and Diamonds

- Diamonds may be the hardest natural substance known to man, but can still be damaged, chipped, abraded or scratched. Therefore, don't jumble your diamond jewellery together or with other pieces, because diamonds can scratch other jewellery and each other.
- After removing jewellery, wipe with a soft cloth and store separately in a fabric-lined jewel case or in a box.
- Clean your jewellery and diamonds regularly with a jewellery cleaner that you can obtain from your jeweller.



- Remove jewellery before doing chores and do not let your jewellery or diamonds come in contact with chlorine, bleach or other chemicals as this can pit or discolour the mounting and have a negative effect on the stone. Platinum will not be affected.
- Put on jewellery after you apply make-up, perfume or cologne.
- Tanzanite and some other gemstones should never be cleaned in an ultrasonic cleaner or steam cleaned. Warm soapy water or a damp soft cloth is considered safe.
- Remove all gold jewellery before showering or cleaning. Soap can cause a film to form on carat gold jewellery, making it appear dull.
- Signs of wear, such as scratches, can eventually appear on jewellery. Consult your jeweller to determine if they can be removed by re-polishing.



- See your jeweller at least once a year to have your jewellery checked for loose claws, worn mountings and general wear and tear and have your jewellery professionally cleaned every six months.
- Do not rub silver with anything other than a polishing cloth or a fine piece of felt.
- Store your silver in a cool, dry place, preferably in a tarnish-preventive bag. Make sure your silver is not exposed to air and light during storage – this can cause silver to tarnish.
- For polished natural colour titanium rings, it is suggested that you have your titanium ring polished about once or twice a year.

### Pearls

- Do not use commercial, ultrasonic cleaners or steam on pearls, nor detergents, baking soda or ammonia based cleaners.
- Do not use toothbrushes or abrasive materials to clean pearls.
- Buy strands of pearls that are strung with a knot between each pearl, to avoid abrasion and to prevent loss if the string should break.
- After wearing your pearls, wipe with a soft cloth, which can be dry or damp. They can be washed in cold water and a mild pure soap (not everyday soaps as they can damage them). After washing them, lay the pearls out flat to dry – as the string can stretch.
- Do not store pearls near heaters or in strong sunlight, they will become brittle and crack.
- Sealed plastic bags are not good for pearls, as they will dry them out.
- Pearls are soft and should be kept in jewellery pouches to protect them from scratches.
- Pearl necklaces stretch with time and the string becomes dirty and weak. Have your pearls restrung and cleaned professionally about once a year if you wear them regularly.

### Watches

- When you purchase a watch, make sure that the jeweller explains all the features. Make sure to read the warranty that comes with the watch.
- If you have a mechanical watch, wind it at about the same time each day. Remove the watch from your wrist when winding so as not to place undue pressure on the stem.
- Only an expert jeweller or watchmaker should work on your timepiece.
- Many manufacturers recommend that you have your watch inspected, cleaned and lubricated once a year.

- Replace broken or scratched crystals (glass covering your watch face) immediately as even a hairline crack can let dust and moisture into the time-keeping mechanism.
- Replace the battery in a quartz watch before it runs out. Dead batteries left in the watch can leak and corrode.
- If your watch is water resistant, a water resistance test should be performed after the battery has been replaced to ensure that water will not leak into and damage the watch.
- It is advisable never to take a watch into a pool or sea, as the elements can erode the lining.
- It is also advisable not to shower with your watch as high temperatures can cause condensation and could have an effect on the rubber seals that keep moisture out of the watch.

## VALUATIONS AND INSURANCE OF JEWELLERY

### Valuations

Valuations are subjective and you will generally receive different opinions from jewellers. And they'd all be right. Prices vary from one jeweller to another and opinions differ. Jewellery items will have 4 values:

#### **1. Insurance value**

Valuations are generally sought for insurance purposes. This is the highest value and is the current retail price with about 15% escalation.

This valuation is in an estimated cost of replacement with an item of similar specifications.

#### **2. Retail value**

This is the value that one would expect to pay right now if one went into a shop and bought the item new.

#### **3. Second hand value**

This refers to the second hand value of an item. A client can receive between 50% to 75% of its value when selling a jewellery piece to a jeweller.

#### **4. Estate value**

This is the lowest valuation, usually about 25% of the retail value. It is the value which a piece would obtain on a forced sale.

Valuations are charged either on the valuator's time, or by a percentage of the value of the jewellery, which can vary from 3% to 10% of the total value of the items. Always request a quote before handing over your jewellery to be valued.

Hallmarks provide evidence of quality of manufacture and metal type. However, the lack of a hallmark does not mean that the piece will be worthless – many countries did not hallmark for years.



## Insurance

It is important that you choose your insurance provider with care especially on higher value products.

Many insurance providers will not give you the option to replace your jewellery from the original jeweller but will stipulate where you may obtain a replacement.

Ask your insurer for the following options when insuring your jewellery to avoid disappointment:

### **1. Is my jewellery item covered against accidental damage?**

Jewellery, no matter how well manufactured, can be damaged through accidentally knocking it against hard surfaces, etc. This can result in the loss of or damage to a stone.

### **2. Will I be able to choose the jeweller who will replace or repair my jewellery in case of damage or theft?**

Insurance replacements generally only guarantee the replacement or repair and not the jeweller who will be replacing or repairing the item. To ensure that you receive the same service, you need to specify your choice of jeweller.

### **3. Am I covered for the full insurance value of the jewellery?**

### **4. Can I opt for a cash payment from my insurer in the case of loss or damage?**

Most importantly, ensure that you update your jewellery valuation at least every two years and update this with your insurance company as the price of the raw material and stones may significantly increase in value preventing you from replacing the product in full.



## WEDDING ANNIVERSARY GIFTS

<b>Year</b>	<b>Jewellery</b>	<b>Traditional</b>	<b>Modern</b>
1	Fresh Water Pearl, Gold Jewellery	Paper	Plastic
2	Rose Quartz, Garnet	Cotton	Cotton/Calico
3	Crystal, Pearl	Leather	Leather
4	Amethyst, Topaz	Fruit, Flower	Linen, Silk, Nylon
5	Turquoise, Sapphire	Wood	Wood
10	Black Onyx, Diamond Jewellery	Tin	Aluminium
15	Watch, Crystal, Ruby	Crystal	Glass
20	Emerald	China	China

25	Sterling Silver	Silver	Silver
30	Pearl, Diamond, Jade	Pearl	Pearl
50	Gold/Platinum	Gold/Platinum	Gold/Platinum

