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AVENUE



OCTOBER 2006

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and columnist
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A man with light brown hair, wearing a dark pinstripe suit, a white shirt, and a patterned tie, is sitting at a desk. He is looking directly at the camera with a serious expression. His hands are clasped on the desk, and he is wearing a watch on his left wrist. There are some papers and a pen on the desk in front of him. The background is a dark, vertically-slatted wall.

FEBRUARY 2007

PAGE SIX'S
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**AVENUE'S 2007
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*Page Six Editor
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Prince William Presents Kate Middleton with Princess Diana's Engagement Ring

Reproduction now offered by The Natural Sapphire Company

PR Newswire

NEW YORK, Nov. 16, 2010

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NEW YORK, Nov. 16, 2010 /PRNewswire/ --

The Natural Sapphire Company would like to congratulate Prince William and Kate Middleton on their long awaited engagement.

(Photo: <http://photos.prnewswire.com/prnh/20101116/NY02792-a>)

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Prince William has chosen to keep with royal tradition and presented Ms. Middleton with Princess Diana's blue sapphire engagement ring. The famous diamond halo setting of her oval blue sapphire became an iconic design in the jewelry world when it was first given to Princess Diana by Prince Charles. Prince William and Kate Middleton have not selected a wedding date yet, but rumors are swirling about the spring or summer of 2011.

Evan Guttman, CIO of The Natural Sapphire Company comments, "We have been receiving a number of phone calls and emails inquiring about blue sapphires and the design of Princess Diana's engagement ring."

The Natural Sapphire Company currently offers a reproduction setting of Princess Diana's engagement ring.

<http://www.thenaturalsapphirecompany.com/Sapphires/Mountings/Rings/MultiStone/stoneid=JS>

The setting can be custom created to fit with any sapphire shape and size. It is the perfect engagement ring for any fiance's finger.

The Natural Sapphire Company is a 70-year-old gem cutting company that specializes in fine sapphires. Sapphires have grown in popularity as non-diamond alternatives for engagement rings in recent years. Blue sapphires now stand as one of the most popular gemstones for engagement rings, second only to diamonds. The most popular sapphires are blue, but they are found in all colors including the popular shades of pink and yellow. The most rare sapphire color is "padparadscha," a pinkish-orange tone.

The Natural Sapphire Company has the largest collection of natural untreated sapphires in the world. You can visit them online at: <http://www.TheNaturalSapphireCompany.com>

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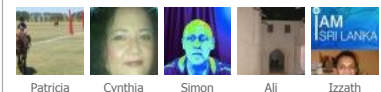
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October 20, 2009 10:00 AM Eastern Daylight Time

Penélope Cruz's Sapphire Engagement Ring Replica Offered by The Natural Sapphire Company

NEW YORK--([BUSINESS WIRE](#))--As reported internationally last week, Penélope Cruz lit the celebrity world on fire when she accepted a blue sapphire engagement ring from actor Javier Bardem. The Natural Sapphire Company, which specializes in sapphire engagement rings, is now offering a replica of Penélope Cruz's sapphire engagement ring. Own a piece of Hollywood history for only \$11,500: [The Natural Sapphire Company's Sapphire Ring: J1750](#). This is a 2.58ct natural blue sapphire surrounded by a halo of diamonds.

Her sapphire engagement ring is a rare departure from the big diamond engagement rings that have become the standard in Hollywood. The fashion world has taken note of Penélope's choice of a sapphire over a diamond and has acknowledged her defining sense of style.

This is not the first time that a major international star has given the cold shoulder to the diamond tradition. Princess Diana chose a fabulous blue sapphire engagement ring when she accepted Prince Charles's hand in marriage. Other notable Hollywood stars have agreed on diamonds being passé and contributed to the popularity of the blue sapphire.

Elizabeth Taylor's husband, Michael Wilding, gave her a cabochon sapphire engagement ring. Another queen of the silver screen that has adored sapphires is Joan Crawford. She was such a sapphire lover that she was known as "Joan Blue", even receiving a 70 ct star sapphire engagement ring!

Also offered, is a 3D interactive design of Penélope's engagement ring, seen [here](#). The Natural Sapphire Company creates their ring designs with an advanced computer rendering system before the actual piece is cast. Their expert in-house 3D artists are happy to make any design changes or customizations to Penélope's ring or any of their other jewelry pieces per customer's request.

The Natural Sapphire Company (founded 1939) is a specialty gemstone company only dealing with natural untreated sapphires of the finest quality. They are based out of midtown Manhattan with local numbers in the UK, Japan, and Australia. The Natural Sapphire Company supplies upscale retailers, manufacturers and private clients with the world's finest sapphires.

To see the largest collection of sapphires in the world, visit The Natural Sapphire Company online at: <http://www.TheNaturalSapphireCompany.com>.

J1750: <http://www.thenaturalsapphirecompany.com/Sapphires/Sapphire-Jewelry/Sapphire-Rings/Jewelry=J1750>

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6077210&lang=en>

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Smart Multimedia Gallery



 **Photo**

Penelope Cruz's Sapphire Engagement Ring (Photo: Business Wire)





 **Photo**

Penelope Cruz's Sapphire Engagement Ring (Photo: Business Wire)





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THE LATEST

The Natural Sapphire Company Has Acquired the Largest Natural Blue Sapphire Available for Sale in North America

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Fri, 05 Jan 2007 07:29:00 -0500 EST

NEW YORK, N.Y. – Jan. 5 (SEND2PRESS NEWSWIRE) — The Natural Sapphire Company has placed on sale the largest natural blue sapphire in the United States. The 129ct rough sapphire crystal was discovered in the world famous gem mines of Sri Lanka (formerly “Ceylon”) in 1952. The first cutting yielded an 80ct sapphire. It was then sold to a British family and in private ownership until the late 1990’s.



At this time it was re-cut for a more perfect shape and better symmetry in order to improve its light and color reflection. The sapphire is now in its best form weighing in at an amazing 69.53cts. and conservatively priced at \$417,000.

The color and clarity are exceptional. It is a one of a kind gemstone for the ultimate collector. Michael Arnstein, the 3rd generation gem cutter at The Natural Sapphire Company, has described it as “you have to not only be wealthy to own this, you have to be lucky to have the opportunity to purchase it.”

Note: Pictures and video of the sapphire are available on the website: thenaturalsapphirecompany.com/nscnet/expandedstones.aspx?stoneid=B2080.

The Natural Sapphire Company (founded in 1939) is a specialty gemstone company only dealing with natural untreated sapphires of the finest quality. They have offices in New York, Colombo Sri Lanka, Bangkok, Mumbai and soon opening in Tokyo. The Natural Sapphire Company supplies upscale retailers, manufacturers and private clients with the world’s finest sapphires.

Sapphires come in a rainbow of colors. The primary colors are blue, pink, yellow, and a pinkish-orange combination called a “padparadscha.” The most popular sapphire are the famous blue sapphires that have been adorned by royalty. Blue sapphires have been used as a popular engagement ring stone since Princess Diana was engaged with a magnificent natural blue sapphire ring. Sapphire engagement rings have grown in demand steadily as many consumers seek out non-diamond type engagement gemstones.

To see the largest collection of sapphires in the world, visit The Natural Sapphire Company online at: www.TheNaturalSapphireCompany.com.

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Gearing Up for Distant Royal 'I Dos'

By **ROBBIE BROWN**

Published: November 18, 2010

MARIETTA, Ga. — In this Atlanta suburb 4,200 miles from London, Tina Barnes is already planning a wedding-watching party. Never mind that the bride and bridegroom have not announced a date.



Kendrick Brinson for The New York Times

Tina Barnes at her British store "The Corner Shop" in Marietta, Georgia.

Ms. Barnes runs the [Corner Shop](#), a little Union-Jack-patterned outlet that sells classically British items, from marmalade to mincemeat. "People who wouldn't normally stop in are coming by and asking, 'What do you think about the wedding?'" she said.

No one has to say which wedding. And what she, and other retailers across the country, think is that it will be good for the bottom line.

Related in Opinion

Room for Debate: Can a Royal Couple Be a Modern Family?

That became clear this week as Anglophiles and the companies that cater to them scrambled to stock their cabinets with every manner of kitsch — china, novelty rings, tea towels — bearing the smiling faces of [Prince William](#) of [Britain](#) and his fiancée, Kate Middleton. Not since the 1981 wedding of the prince's parents, [Prince Charles](#) and [Diana, Princess of Wales](#), has the matrimonial side of America's "special relationship" shone quite so brightly.

Or so quickly. Even before the young couple could name the church (Ms. Middleton was reported to have toured Westminster Abbey), American morning shows were sending correspondents to Buckingham Palace. In New York, a British charity group, the [St. George's Society](#), is making plans for a wedding-themed gala next spring aboard the aptly named Princess yacht. And a summer camp called [Princess Prep](#) that whisks young American girls away to British royal sites has received a flurry of phone calls and e-mails.

"We're definitely adding Kate to our list of princesses for this summer; we have to," said Jerramy Fine, 33, the camp's founder and a Colorado native.

To many Americans, a foreign wedding is even less relevant than the latest [Lindsay Lohan](#) bail hearing. But to others, the fairy-tale walk down the aisle "is the stuff our children's children's children will read in their history books," said Kerry Bamberger, the owner of [British Wholesale Imports](#), a Los Angeles company scooping up and reselling Prince William coffee mugs and refrigerator magnets.

In New York, so many replicas of the couple's 18-karat sapphire-and-diamond engagement ring have been requested that one jeweler, the [Natural Sapphire Company](#), says its Web site crashed under the traffic. The company's versions go for \$1,000 to \$2,000. The television channel BBC America is unveiling a slate of royalty-focused shows, including "Memories of a Queen" and "William and Harry," and TLC is rerunning its special "William & Kate: A Royal Love Story."

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In Marietta, a customer in the Corner Shop on Thursday, Kari Puetz, 33, a chef whose family is English and Scottish-Irish, suggested that in a country without any royalty, Americans had claimed the British monarchy as their own.

Marisa Mace, the events manager for the St. George's Society, found her own equivalent: "They're young, they're famous — they're the same as [Brad Pitt](#) and [Angelina Jolie](#), but with royal titles."

A version of this article appeared in print on November 19, 2010, on page A13 of the New York edition.

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November 18, 2010

Dept. of Merchandising: The Touch That Turns Sapphires to Gold

Posted by *Samantha Henig*



That didn't take long. It's been one day since Prince William announced his engagement (and it is *his* engagement; as he said at a press conference, "I'm very glad that I have done it") to Kate Middleton, and already the souvenirs abound. There are mugs and T-shirts, just like for First Weddings here at home, but that is stuff for Middleton's old crowd—that is to say, commoners. For a more regal form of kitsch, the Royal Crown Derby has commemorative china swans named William and Catherine, which retail for approximately nine hundred and fifty dollars. Assuming the role of overeager grandparent, the company has also planned "a series of cygnets" to

"mark the arrival of any little princes or princesses."

Another item: the Kate Middleton thimbles, available on eBay for about \$17.50 for a lot of five. Perfect for creating an all-Middleton finger-dance troupe.

The royal engagement has also boosted business for Daniella Issa Helayel, who designed the dress that Middleton wore to the announcement. The cameo has triggered a blip in demand (the dress is totally sold out in London) that would likely be dwarfed by the coming surge if Issa is, as rumored, chosen to design Middleton's wedding gown.

Another business benefiting from Middleton's news is her parents' party-paraphernalia company, Party Pieces. The number of visitors to the company's Web site shot up immediately, according to Alexa, a company that offers traffic data. It's tough to picture Party Pieces' wedding offerings—"paper party boats," "wedding cake party bubbles," a "giant dress up cracker"—going over well with the royal family, but Middleton, who has said she will continue working for the company until closer to the big day, may want to raid the warehouse to get an early feel for being a princess.

The country of Kenya is also cashing in on the union. The tourism bureau expects a ten per cent increase in visitors thanks to anglophiles who want to experience for themselves the spot where the engagement was sealed and the continent that William has called "my second home."

Andrew Morton, the author of "Diana: Her True Story," may win the Cashing In prize with his book on the royal couple, on which he is, according to a spokesperson for his publisher, "already at work." It will be biography and memorabilia in one, set to come out within days of the wedding.

And then there's the ring. The Prince presented Middleton with the eighteen-carat sapphire ring that Prince Charles gave Lady Diana in 1981, which is worth about half a million dollars. It was controversial at the time, insofar as a ring can be, because the same model was offered in the catalog of Garrard's the crown jeweler, for twenty-eight thousand five hundred pounds. Jewelers are now turning out replicas, for fifteen hundred to a hundred fifty thousand dollars. (Commoners can settle for a faux sapphire imitation for \$59.99.) Michael Arnstein, the C.E.O. of the Natural Sapphire Co., told *USA Today* that the orders for rings like Middleton's—a sapphire surrounded by fourteen diamonds—came in immediately. "I called my wife and said, 'Honey, I'm not coming home tonight!' " he said. "This is changing our business overnight."





THE ASSOCIATED PRESS November 17, 2010, 9:39AM ET

Royals engagement ring fuels NY replica firestorm

By VERENA DOBNIK

NEW YORK

Minutes after the world first glimpsed the sapphire-and-diamond engagement ring Prince William gave his fiancée -- the same one Princess Diana once wore -- phones started ringing madly at a Manhattan jewelry maker.

Its Web site crashed as customers swamped it with online orders. Then the craftsmen at New York's Natural Sapphire Co. got busy Tuesday, producing the first of dozens of orders for replicas of Kate Middleton's ring.

"I called my wife and said, 'Honey, I'm not coming home tonight!' said Michael Arnstein, the CEO of the jewelry company his grandfather started in 1939. "We're in a frenzy. This is changing our business overnight."

Across the country, major jewelry stores also registered an increase in calls from clients interested in the brilliant blue gem that suddenly appeared in breaking news stories.

The photo of the sapphire-graced, beaming Middleton was released at noon Tuesday, and within 10 minutes, Natural's computer server crashed. An hour later, it was up and running again. And by late Tuesday afternoon, the company that normally makes five to 10 high-end engagement rings daily was starting production on about 30 -- and counting, as calls came in.

In a room filled with computer terminals 20 floors above Fifth Avenue in midtown Manhattan, a half dozen sales people took calls from Great Britain, Canada, the United States and elsewhere for replicas of the oval, 18-carat sapphire ring set amid diamonds and 18-carat white gold that William's father, Prince Charles, had given to Lady Diana Spencer three decades ago.

"It's the biggest news for our company since Princess Diana received her sapphire," said Arnstein, adding that after Diana's engagement to Charles, the same ring also was responsible for a surge in business.

"Now, it's turned into a legacy," he said.

He planned to work into the night, asking his employees to stay as long as possible. Accounting for international time differences, more calls from Asia were likely to follow.

Most customers couldn't afford an exact copy of the royal ring. The sapphire alone is worth about \$300,000 retail, and the whole ring about a half-million dollars, Arnstein estimated. Using high-tech, 3D computer software and modeling machines, he's producing replicas costing mostly \$1,000 to \$2,500 using 1- or 2-carat certified sapphires surrounded by tiny diamonds also set in 18-carat white gold.

"They're just as beautiful," said Arnstein, who's so immersed in the specialty gems that he even stocks his company bathrooms with bottles of the Elizabeth Taylor-tagged perfume Diamonds & Sapphires.

He also sells sapphires to other jewelers -- including a 69-carat one worth over \$1 million the size of a quail's egg.

Sapphires are rarer than diamonds but less expensive because demand for them is lower. They're especially beloved in Britain and its former colonies, including Sri Lanka, which Arnstein plans to visit soon to buy more of the sapphires mined there -- expecting an uptick in demand through the holidays.



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Kate Middleton wears Princess Diana's 18-carat sapphire and diamond ring, inspires replicas

BY OREN YANIV
DAILY NEWS STAFF WRITER

Wednesday, November 17th 2010, 4:00 AM

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AFP/Getty

Kate Middleton's something blue, Princess Diana's engagement ring, is inspiring plenty of replicas.

Princess Diana's engagement ring inspired a slew of knockoffs - and now that it's on the hand of [Kate Middleton](#), it's happening again.

One midtown gem retailer was featuring a replica of the sapphire-and-diamond ring on its website hours after news of her engagement to [Prince William](#).

"Our website crashed, phones are ringing like crazy," said [Michael Arnstein](#), CEO of the Natural Sapphire Co.

"We just hope we can handle the demand."

He said more than two dozen look-alike bands were manufactured as of Tuesday afternoon, and orders were coming in. Prices range from \$1,500 to \$150,000 depending on the size of the rocks.

"They're very traditional, very conservative and very beautiful," Arnstein said. "We're very grateful of the continuation of this royal tradition."

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Prince popped question with Princess Di's ring
Royal holiday: Prince William and Kate Middleton's guide to London
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PHOTO GALLERY



A Royal Love Story

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PHOTO GALLERY



A bond unbroken

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EDITORS' PICKS



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Kate Middleton takes her throne as a new fashion icon

Updated 11/17/2010 9:13 PM

By [Olivia Barker](#) and [Donna Freydkin](#), USA TODAY



By Kirsty Wigglesworth, AP

That ring, that dress, that hair! Kate Middleton with fiancé Prince William.

[Kate Middleton](#)'s oval blue sapphire and diamond engagement bauble, given to her by her fiancé, Prince William, is ringing up quite the frenzy nationwide.

Jewelers around the country were inundated with orders for replicas of the rock. The Natural Sapphire Company is already selling a version of the ring — originally given to [Princess Diana](#) by Prince Charles in 1981 — for \$1,000.

The allure of the gem isn't a mystery.

WEDDING GOWN: [Three designers' ideas](#)

REPLICA RINGS: [Jewelers flooded with requests](#)

"Every woman wants the fairy tale. It's a beautiful ring, and it was Princess Diana's. So many little girls want to be a princess when they grow up, so maybe they can have a bit of that fairy tale if they have the ring," says jewelry designer [Jennifer Meyer](#) Maguire, whose fans include [Courteney Cox](#) and [Jennifer Aniston](#). But it's not just the ring that has style watchers buzzing. If the all-but-sold-out response to Tuesday's sapphire Issa London dress worn by Middleton for her engagement photos is any sign (it's available by special order from [Beyond7@showroomseven.com](#)), Middleton is poised to have the kind of mass fashion impact akin to [Michelle Obama](#)'s — or, yes, Princess Diana's.

"People are definitely excited about her style and wanting to look like her," says *Glamour* contributing style editor Tracey Lomrantz. Aside from the first lady, "we haven't had a big public figure who's really wowed us with her wardrobe for quite some time ... We're sort of starved for women who dress in a real, relatable way, and both of those women absolutely do."

When it comes to the future princess, there's a lot to emulate, Lomrantz says, from the glossy, long brown hair that had *Glamour* online commenters wondering where they could get the same blowout to her "elegant, tailored, classic" wardrobe. "She manages to look so polished and pretty and sophisticated at the same time," Lomrantz says.

Like Obama's look, Middleton's style has a relatively democratic feel. Indeed, she worked as an accessories buyer for Jigsaw, a Club Monaco-esque

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THE NATURAL SAPPHIRE COMPANY



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While sapphires are found in many regions of the world, not all locations can be profitably mined. If sapphire deposits are located in areas that are too remote, politically volatile, or environmentally extreme, mining cannot occur. In locations where sapphires are mined, most of the recovered stones are too poor in quality to enter the gem trade. It is also highly unusual to find a sapphire that does not require some form of treatment to improve its color or clarity. Thus, natural untreated sapphires are highly valued.



Sapphire crystals are a product of the environment in which they grow. Changing geological conditions affect the availability of specific trace elements, which are responsible for the different colors of sapphire crystals. The type of inclusions will also vary according to the source of the gemstone and may be used to determine origin.

- **Sri Lankan/Ceylon** sapphires have been mined and traded abroad for at least 2,500 years. Many consider sapphires from Sri Lanka to be among the best in the world. The full range of sapphire colors can be found there, including exotic padparadschas. Sri Lanka has been affectionately called “The Island of Gems” due to the abundance of fine quality sapphires found there.
- **Myanmar**, once known as Burma, is a well-known source of some of the world’s best rubies, but few are aware that it also produces fine sapphires. Although supplies fluctuate due to internal politics, quality sapphires have always been exceedingly rare, accounting for approximately 10 percent of the total corundum yield.
- It is fair to say that stones from **Kashmir** set the standard by which we evaluate all other blue sapphires. However, Kashmir has not produced significant material since the early 1900s. The mines are nearly exhausted and the region is politically unstable. The majority of the Kashmiri sapphires traded today are found in antique or vintage jewelry.
- **Montana, USA** is the only viable source of sapphires in the United States. Sapphires were discovered in the late 19th century when gold prospectors collected the colored stones that clogged their sluices. Montana sapphires come in a range of crisp colors and are renowned for their exceptional clarity.
- Although sapphires were known to exist in **Madagascar** as early as the 16th century, serious sapphire mining on the island is a relatively recent phenomenon. Sapphires from Madagascar resemble the stones from Sri Lanka, and some gemologists theorize that the two islands were once part of a single geological structure that was torn asunder by plate tectonics.
- **Australia** has produced more commercial-grade blue sapphires than any other source in history; a fact made more startling when you consider that most of this production occurred in the last 40 years. Fine green and yellow sapphires are also being unearthed.
- The Uмба River Valley in **Tanzania** has been known as a major source of fancy-colored sapphires for at least half a century. The country supplies sapphires in all colors of the rainbow as well as rare color-change sapphires. Although production has varied over the years, the country is considered to have tremendous future potential.
- Like Tanzania, **Kenya** obtains much of its gem wealth from a geological feature known as the Mozambique Orogenic Belt, which contains one of the richest gem loads on earth. Kenya holds enormous promise because new deposits are being discovered.
- Sapphires have been mined in central **Nigeria** for about 20 to 30 years, although their presence was discovered several decades earlier. The extent of the deposits has yet to be determined. The quality has been varied, but promise is there for future finds.
- **Thailand** was the world’s primary source of commercial sapphires in the 1980s and 1990s. Production has declined significantly in recent years, but Thailand remains the world’s leading sapphire cutting, treatment, and marketing hub.
- When deposits of fine ruby and sapphire were found in **Vietnam** in the 1980s and 1990s, a mining rush occurred. Although sapphire yields from this country show promise, production is at a low point. The mining is done by small mine stakeholders.
- Like many of its Asian neighbors, **Laos** has its share of sapphire deposits. The most famous sapphire mine, Ban Houay Xai, has been worked sporadically since the late 19th century, but it was closed in 2000 due to charges of political corruption.
- Although early traders, including Marco Polo, mention the corundum of **Afghanistan**, it is currently illegal to export gemstones from the country. Although governmental policy and the country’s rugged, inaccessible terrain hinder production, yields at the Jagdalek mines are estimated to be about 85 percent sapphire and 15 percent ruby.
- Because **Pakistan** shares a long and porous border with Afghanistan, many gems are smuggled from Afghanistan into Pakistani markets. However, Pakistan itself is known for its rich but relatively unexploited mineral reserves, which include sapphire. Although the Pakistani government is promoting development, many mines are located in remote and inhospitable areas at or above 15,000 feet.
- **Brazil** is well known for its mineral wealth, producing fine quality gemstones of many varieties. Limited quantities of sapphire are mined in the states of Bahia, Mato Grosso, and Minas Gerais.
- Although **Colombia** is synonymous with emerald, many are surprised to learn that it also produces sapphires. Deposits of fancy-colored sapphires have been mined along the Rio Mayo; however, the area has been controlled by guerrillas, and mining is limited.

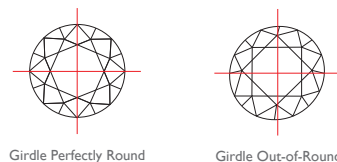
SAPPHIRE CUT TERMS

CUTTING STYLE/CUT *the style or pattern of a gemstone's cut (e.g., brilliant cut)*

SYMMETRY GRADE: an assessment of a gemstone's proportion, balance, and uniformity determined by a number of criteria including length-to-width ratio, bilateral mirror images, etc.

FACE-UP CUT GRADE: an evaluation of a gemstone's symmetry, proportion, and appeal while viewing the stone with its table facing the viewer.

The proportions of a gemstone's face-up appearance (holding the stone girdle to girdle) as well as its profile appearance (holding the stone table to culet) are assessed for cut grading purposes. The stone's grade is determined by its symmetry and dimensions. Excess weight does not detract from a stone's overall beauty.



PROPORTIONS AND LIGHT

Brilliance is evaluated by viewing the stone face up and determining the percent of light return.



Window



Shallow Cut

WINDOW: an area in a transparent gemstone where the body color appears to be see-through or watery. This occurs when the crown or pavilion angles are cut shallowly, causing light to leak out of the pavilion.



Brilliance



Preferred Cut

BRILLIANCE: the amount of light that a cut gemstone reflects back to the viewer from the interior of the stone. Brilliance is a consequence of cut and it is an important characteristic because it determines the perceived liveliness and color of a gemstone.



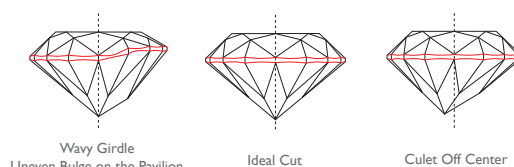
Extinction



Deep Cut

EXTINCTION: an area of a transparent gemstone where the body color looks very dark to black. This occurs when gemstones are cut with excessively deep pavilions.

PROFILE CUT GRADE: an evaluation of a gemstone's symmetry, proportion, bulge, table size, and girdle thickness while viewing the stone from the side.

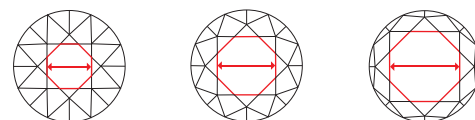


Wavy Girdle
Uneven Bulge on the Pavilion

Ideal Cut

Culet Off Center

TABLE SIZE: is calculated as a percentage of the gemstone's total width. The table is described as small if its size is under 33%; acceptable if it is 33-67%; and large if it is above 67%.



Small Table

Preferred Table

Large Table

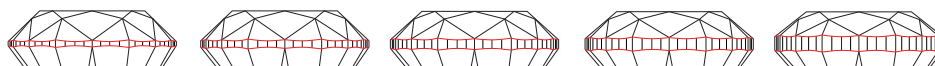


Extremely Thin

Very Thin

Thin

Slightly Thin



Medium

Slightly Thick

Thick

Very Thick

Extremely Thick

GIRDLE THICKNESS: the average thickness of the gemstone's girdle, which is the junction between the crown and pavilion of the stone.

OVERALL CUT GRADE *an assessment of a gemstone's cut based on its symmetry, windowing, extinction, brilliance, face-up cut grade, and profile cut grade*

FACET SYMMETRY				
	Out-of-Round Girdle outline	Misshapen facets	Off-center culet	Off-center table
	Crown and pavilion misalignment		Wavy girdle	

Finish and Polish Grade is the evaluation of a stone's fashioning and surface condition.

Cut Grade is an important factor when judging a stone's beauty. Brilliance, proportions, and finish are taken into account when determining a stone's cut grade.



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