


THE
L^{ove}
DIAMOND™


A series of overlapping, light pink, angular geometric shapes in the top left corner, resembling stylized mountain peaks or abstract architectural elements.

Nothing encapsulates
love in a physical, permanent
and perfect form better than
The Love Diamond.

A solitaire diamond so precisely cut,
so painstakingly polished, every one
of its 57 facets is matched and
aligned in perfect harmony.

And radiating beautifully from
within, eight perfect hearts and
eight perfect arrows. A flawless
symbol, not of a “perfect” love,
but of a love wholly perfect for you.

The Love Diamond
is unquestionably
the Ultimate Expression Of Love.

A series of overlapping, light pink, angular geometric shapes in the bottom right corner, mirroring the style of the shapes in the top left.

CUT TO PERFECTION

Why The Love Diamond Out-Sparkles Them All

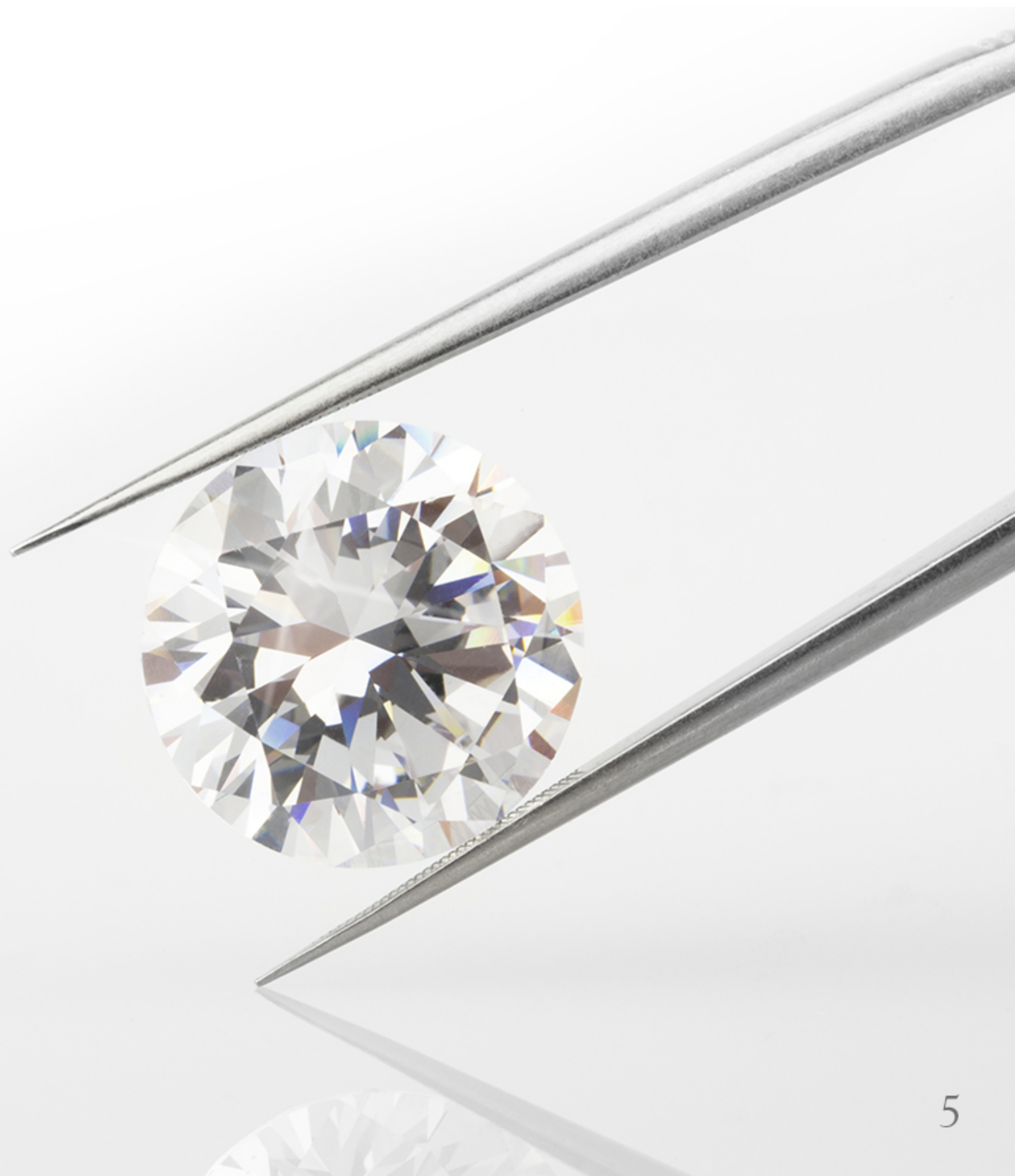
The Cut, amongst the 4Cs,
is what matters most and this is
where The Love Diamond excels.

Regardless of the Carat weight,
Colour or Clarity, a diamond cut to
the stringent standards of The Love
Diamond is truly a gem of ultimate
beauty and radiance, surpassing even
the ordinary 'ideal cut' diamond.

With the microscopic precision
of our state of the art laser measuring
technology combined with our master
cutters' commitment and passion
for perfection, every single facet is
precisely crafted and matched,
revealing eight perfectly symmetrical
hearts and arrows –
proof that a diamond's optimum
beauty has been reached.

The result?

A magnificent dazzle
that displays the fire
and brilliance of
a thousand tiny suns,
with colourful explosions
of light guaranteed to
last forever.



An Introduction To The 4Cs

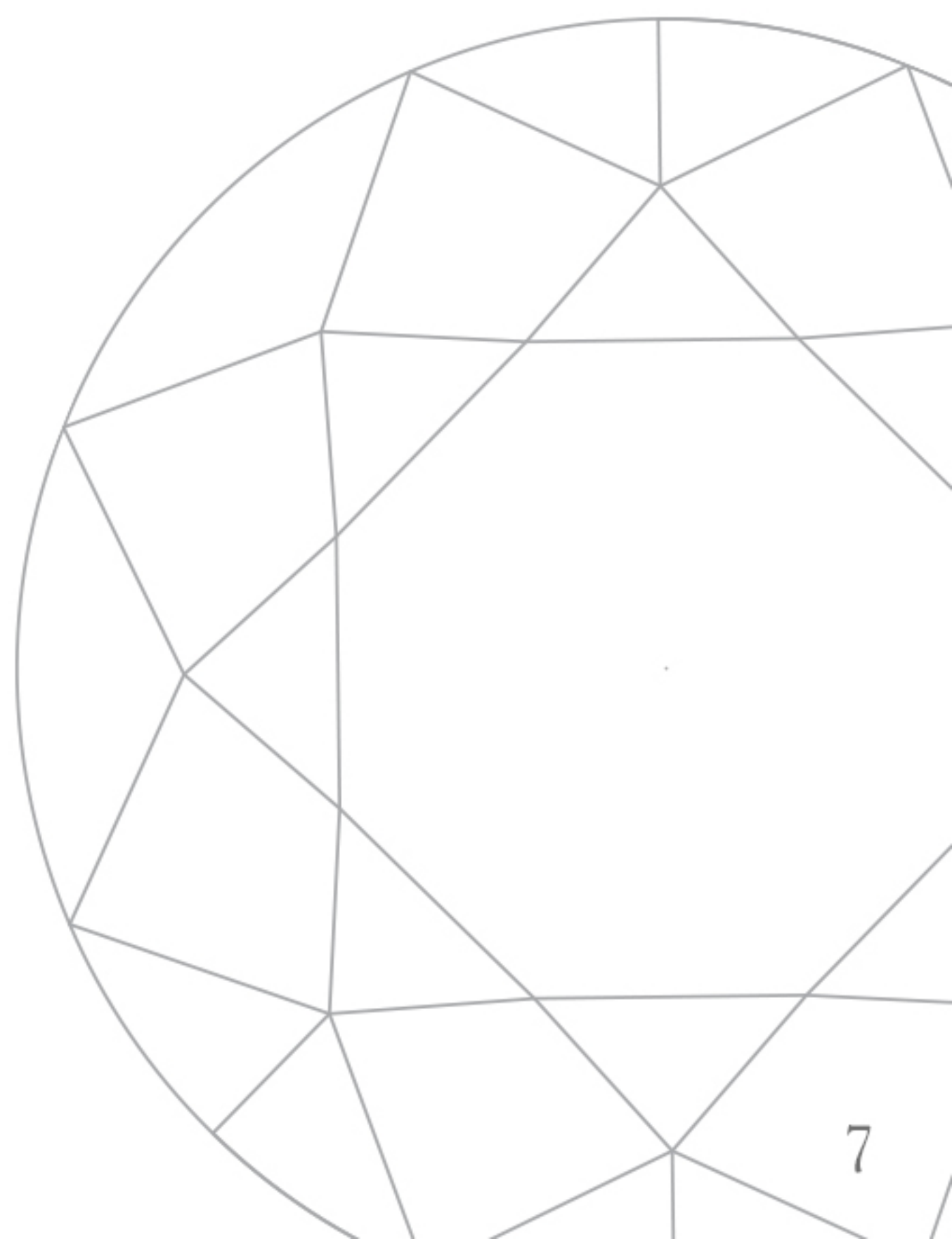
CUT

The precision of the facet proportions of a diamond.

A diamond's beauty largely depends on cut – making it the most important of the 4Cs.

The Love Diamond is cut to maximise the amount of light reflected back into the eye. This is only possible when a diamond is cut with:

1. Ideal Proportions
2. Perfect Symmetry
3. Perfect Polish



Why then aren't all diamonds cut to this standard?

Diamond cutting requires facets to be hand cut, and so accurate cutting is not only time consuming but also extremely difficult to achieve. Greater diamond wastage is also incurred.

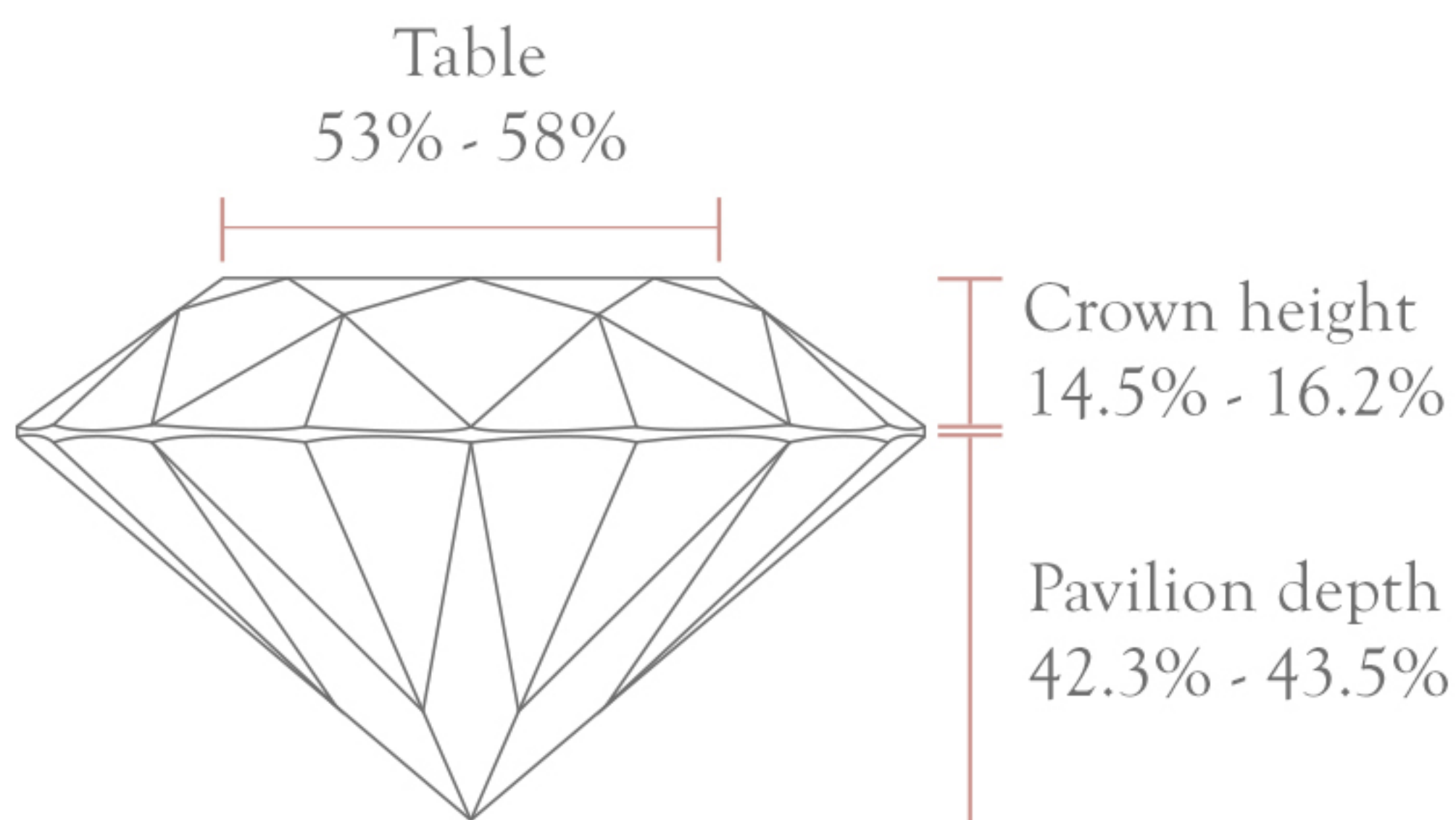
Cutting The Love Diamond takes 4-5 times longer than other ideal cuts because of the precise, painstaking process required to maximise its beauty.

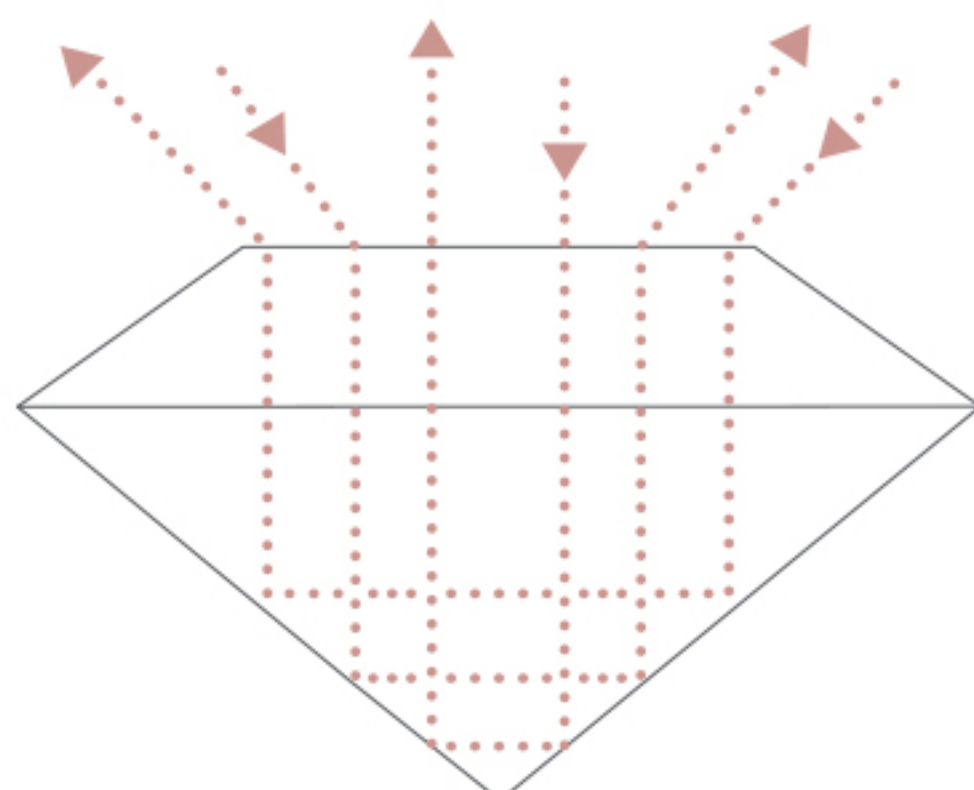
Ideal Proportions

A truly beautiful diamond starts with the well-defined ideal cut formula for proportions.

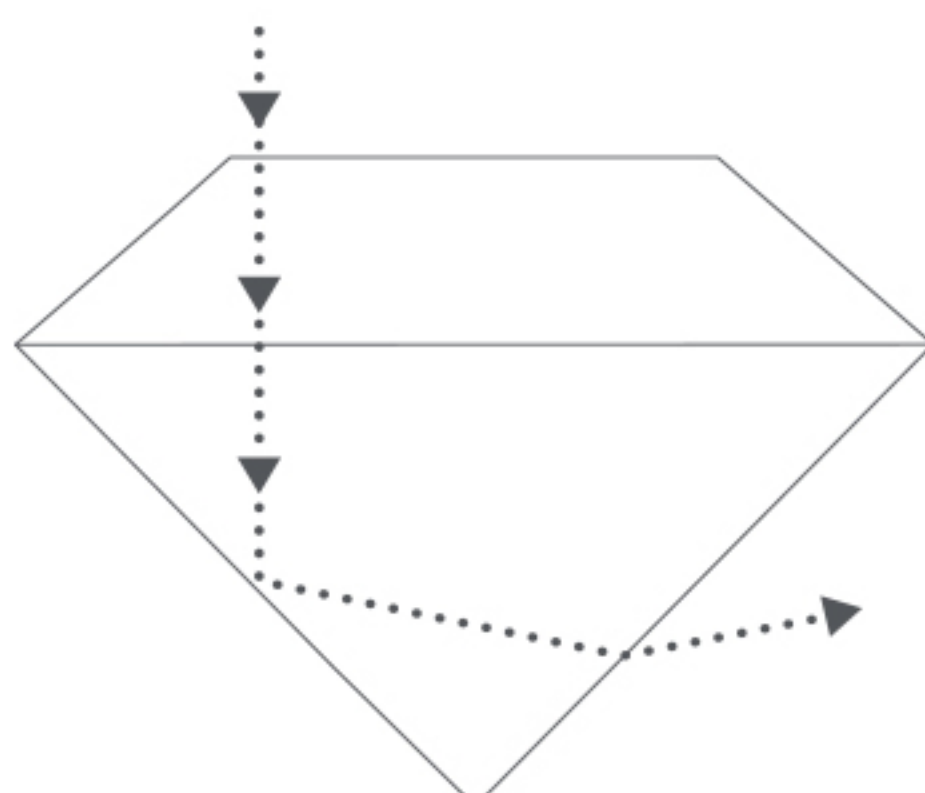
The Love Diamond is cut to a very narrow and precise set of parameters within the ideal formula; a trade secret in fact. This precision maximises the path of light through the diamond and back to your eyes.

Every Love Diamond is, therefore, an ideal cut diamond of extraordinary standards and beauty.

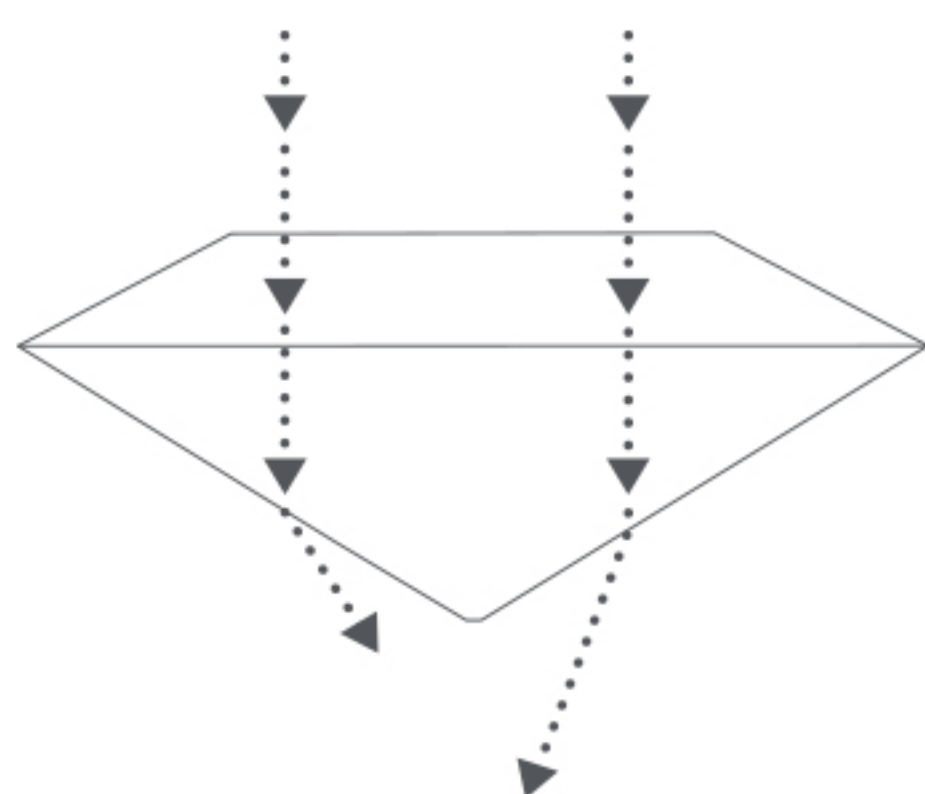




Ideal



Too Deep



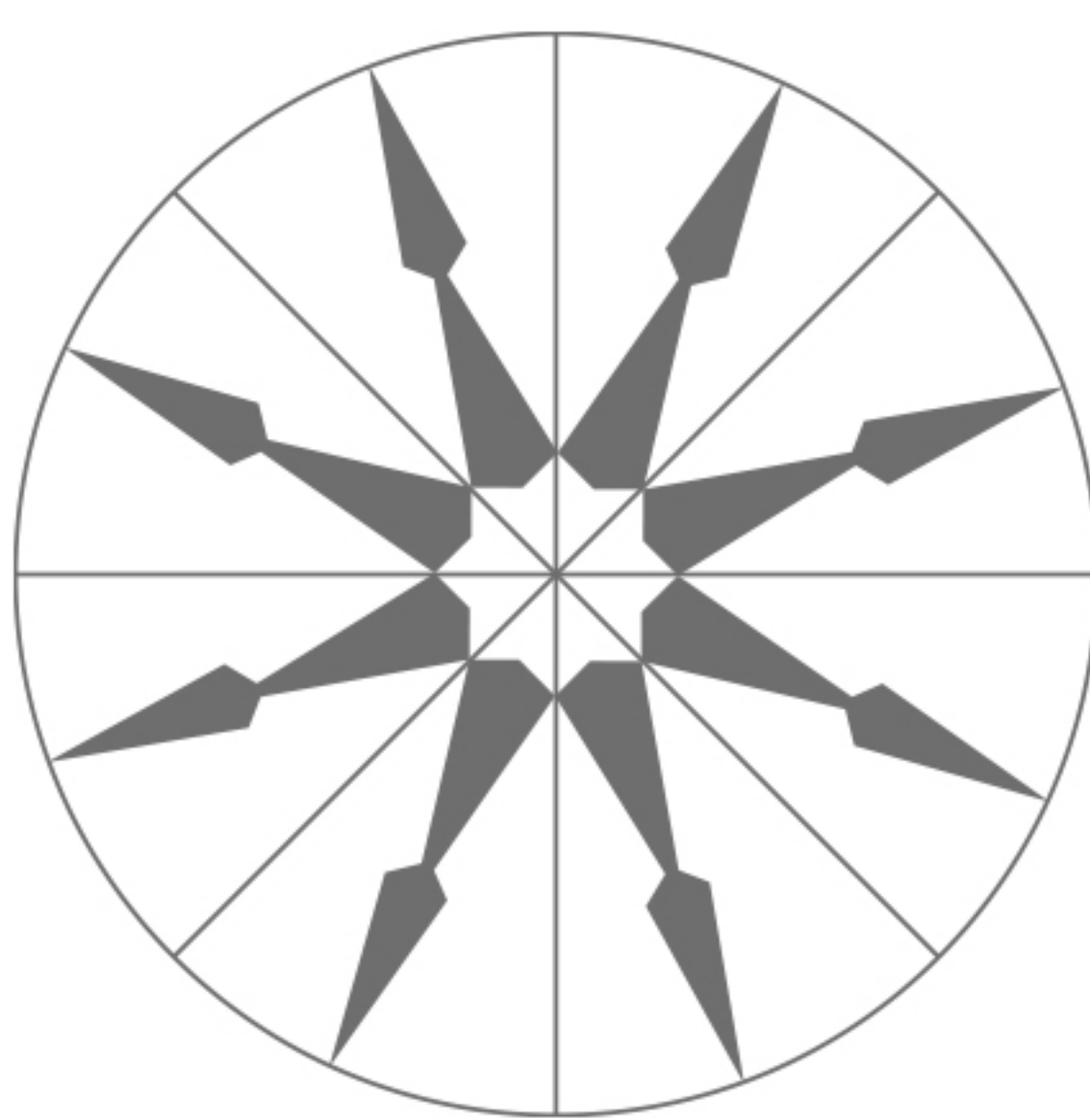
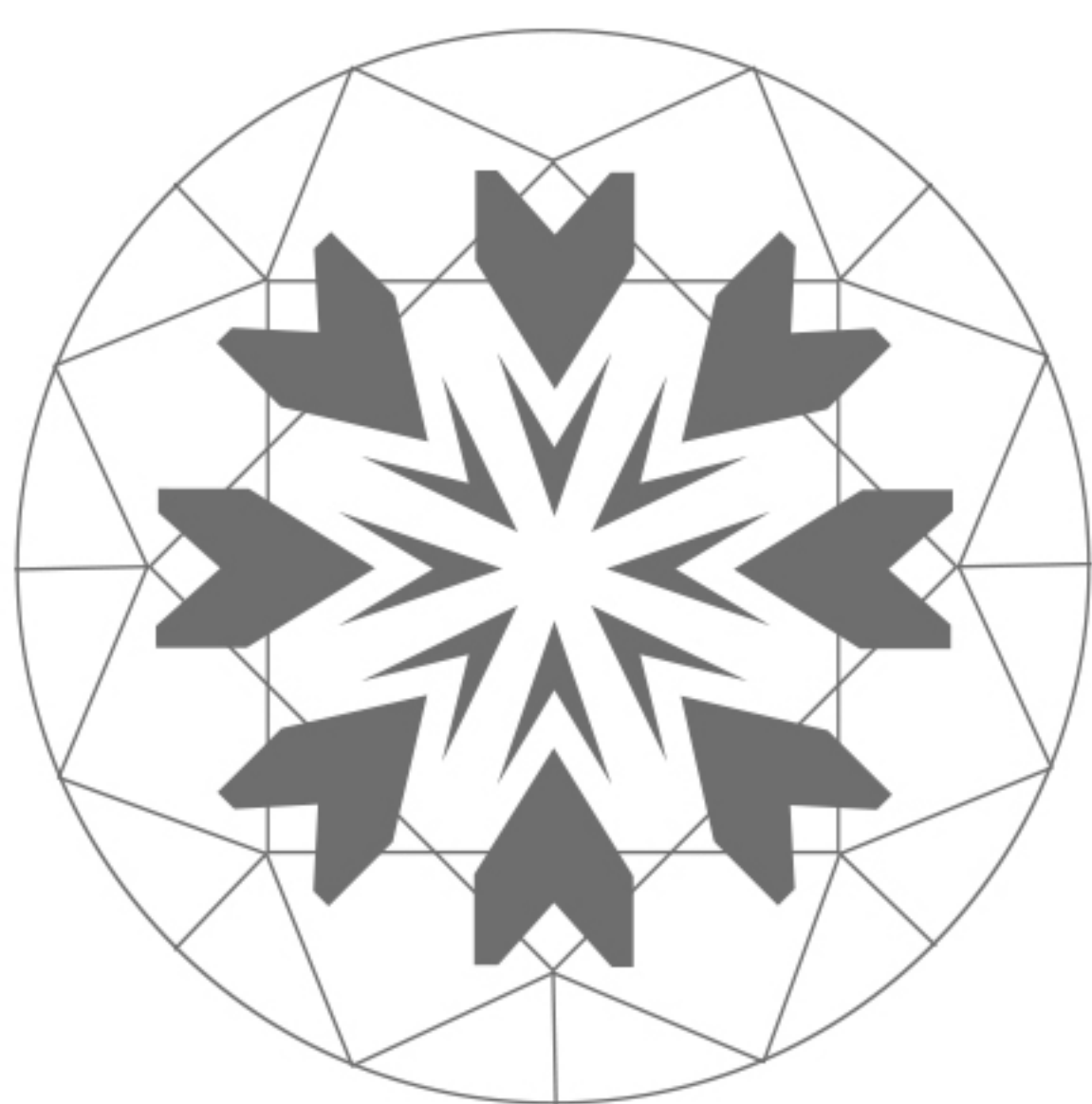
Too Shallow

Perfect Symmetry

Symmetry refers to how identical and exact the size and angle placement of each facet is.

Viewing The Love Diamond under a symmetry scope reveals eight perfectly symmetrical hearts and eight perfectly symmetrical arrows radiating within.

Every Love Diamond received the 'excellent' grade for its symmetry ensuring an even return of light to the eye.

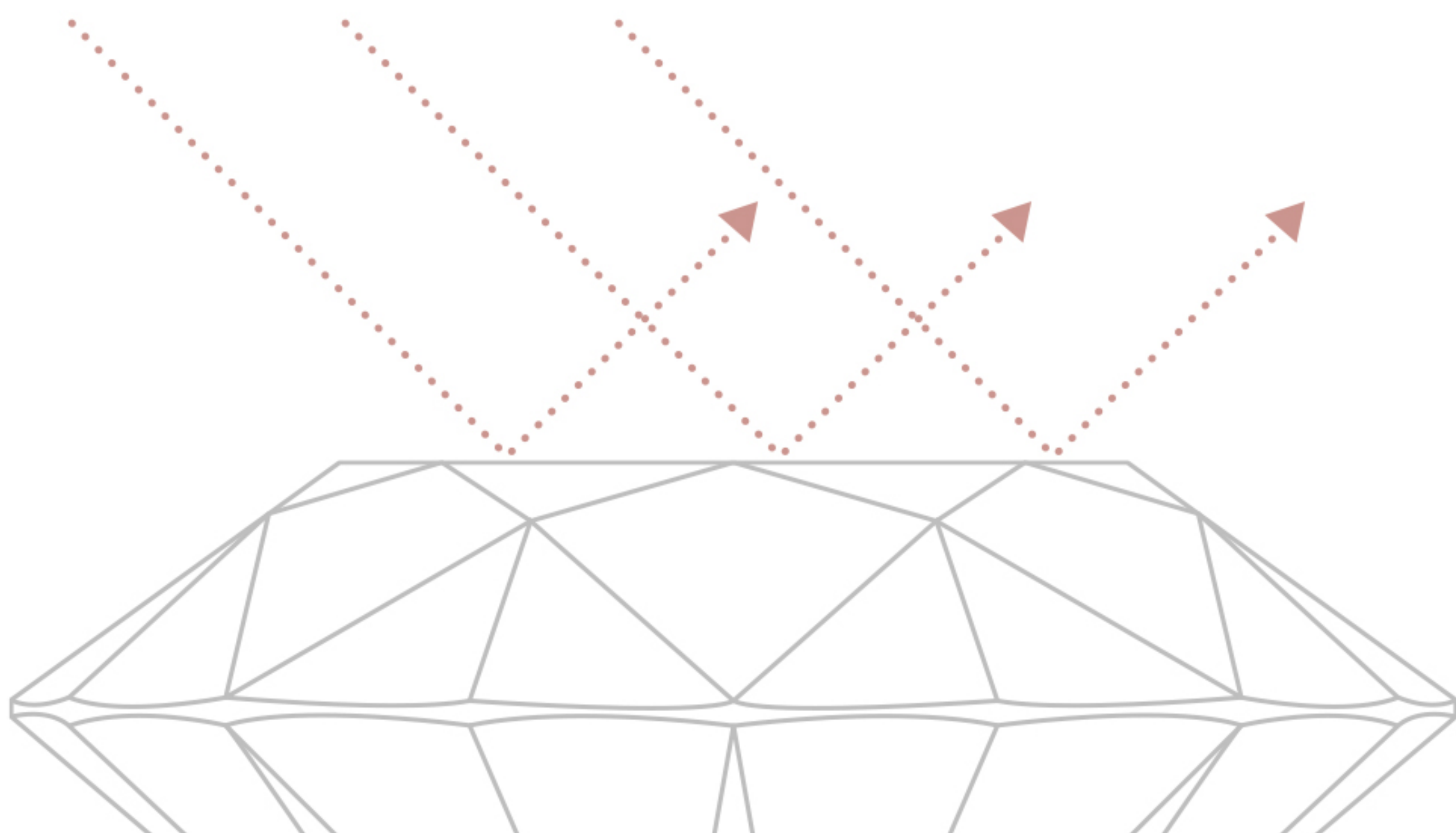


Visual Testimony To Perfection

Perfect Polish

Polish refers to the surface finish of a diamond. Perfection is attained when the surfaces are completely even and flat, with no polishing lines, grains or burn marks.

Every Love Diamond receives the 'excellent' grade for its polish guaranteeing maximum scintillation of a diamond.



CARAT

The weight and size of a diamond

Diamonds are priced according to weight categories. The larger the stone, the more expensive, reflecting increasing natural rarity.

Weight, however, does not equate to diameter; this reinforces the importance of cut. Cutting a thick girdle can add as much as 10% extra weight without increasing diameter.





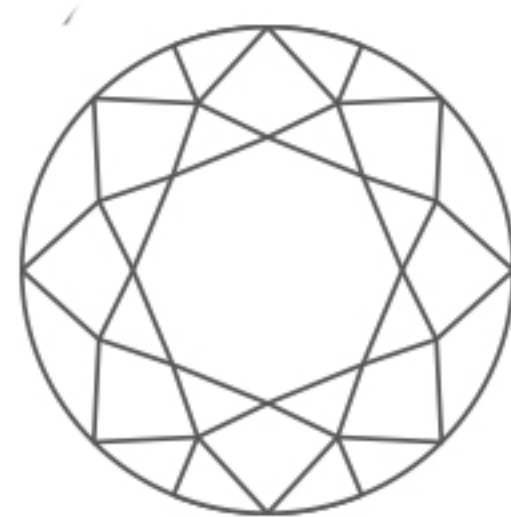
0.25



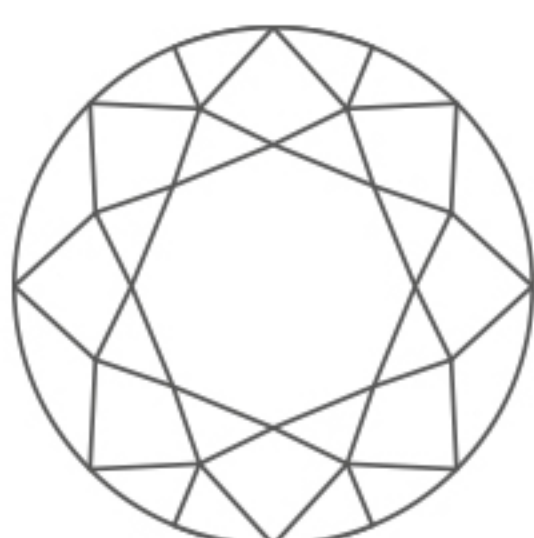
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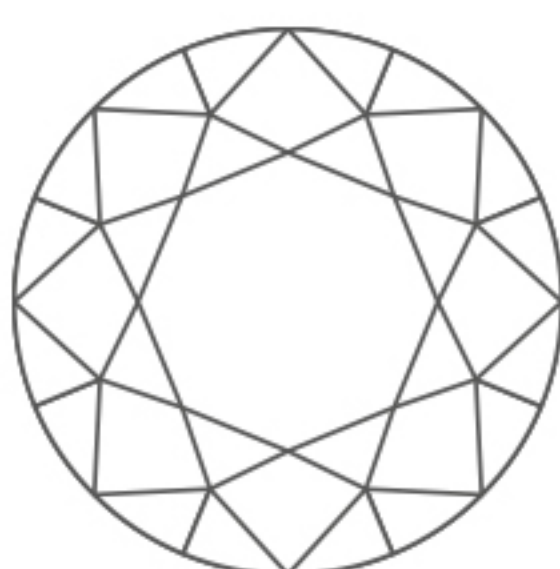
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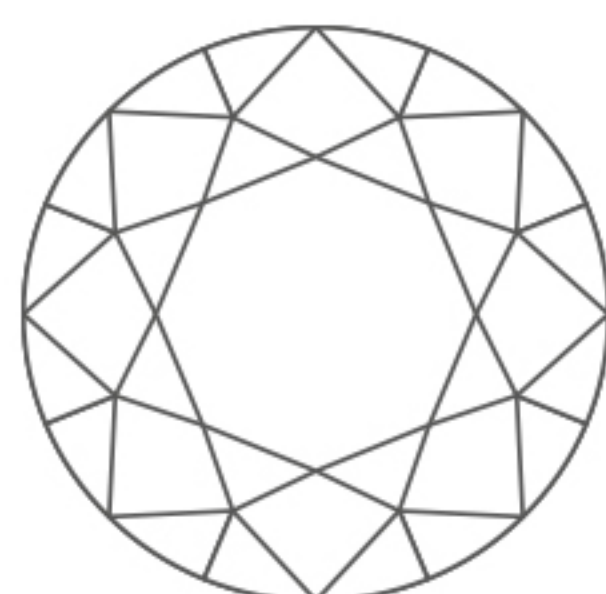
1.00



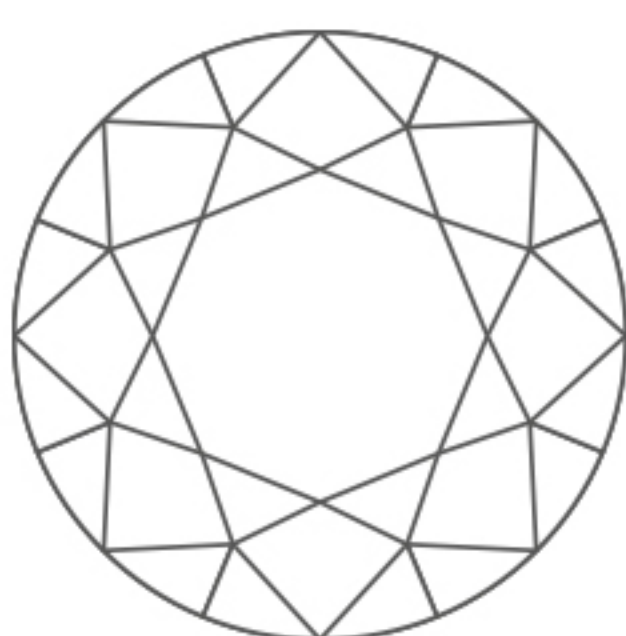
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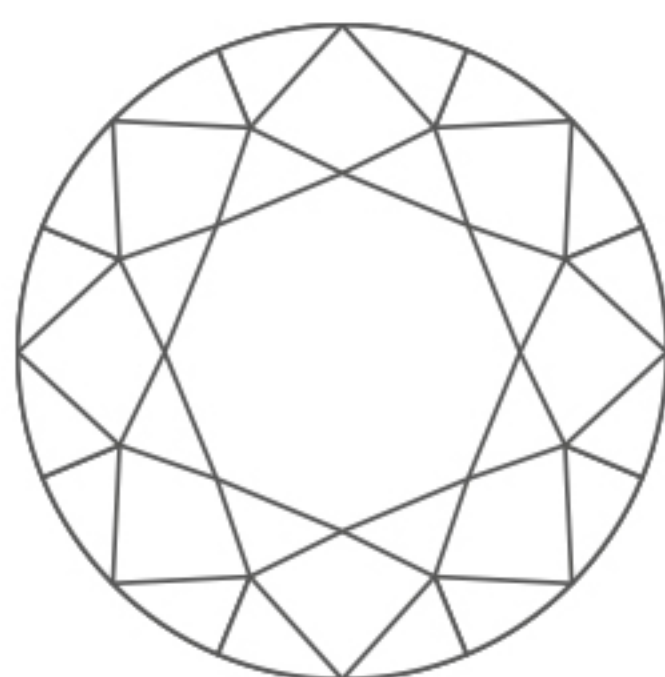
1.50



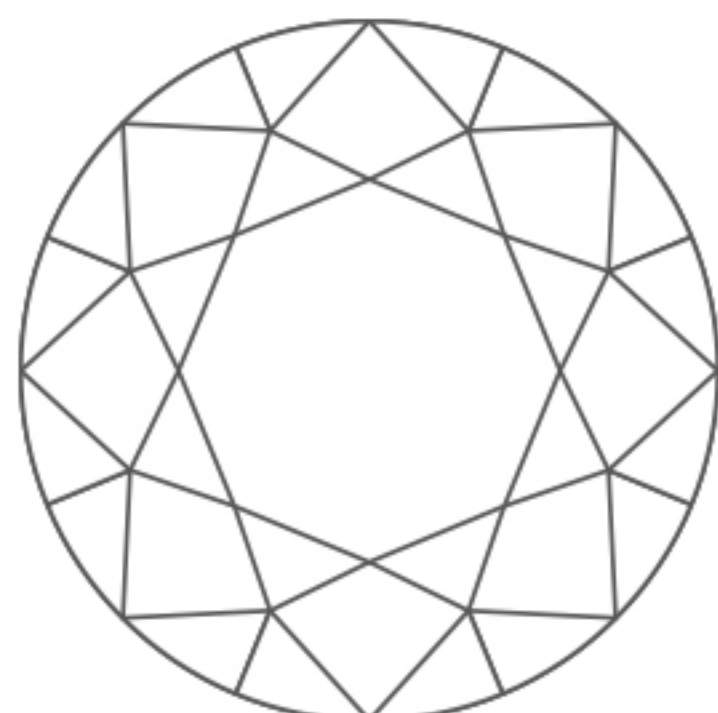
1.75



2.00



2.50



3.00

The Love Diamond's standards ensure that both diameter and beauty are maximised simultaneously.

COLOUR

The body colour of a diamond

Most diamonds actually have slight traces of yellow or brown. Diamond colour grades range from colourless (grade 'D') being the rarest and most valuable to light yellow (grade 'Z').

The fact that the brilliance of a well-cut diamond can mask the visibility of a diamond's body colour adds further weight to the importance of cut, particularly in larger stones where colour becomes increasingly visible.

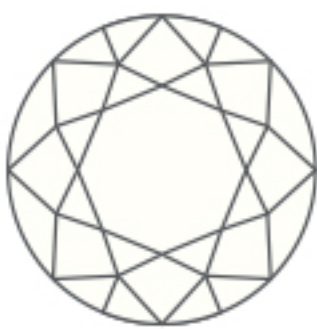


The colour grade of Love Diamonds
ranges from colourless to near
colourless, thereby ensuring
both beauty and rarity.



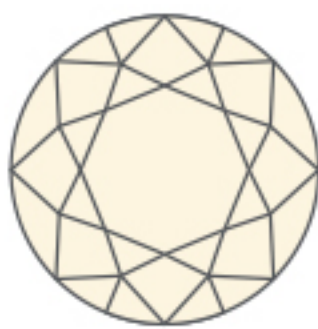
D E F

Colorless



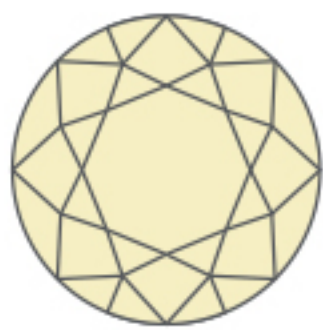
G H I J

Near
Colorless



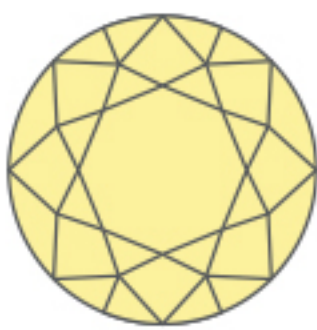
K L M

Faint
Yellow



N O P Q R

Very
Light Yellow



S T U V W X Y Z

Light
Yellow

CLARITY

The unique 'fingerprint' of a diamond

The clarity grade of a diamond refers to the size, location and number of tiny natural marks, known as inclusions, present in most diamonds. These marks are like a diamond's 'fingerprint', making each stone unique with its own set of identifying characteristics.



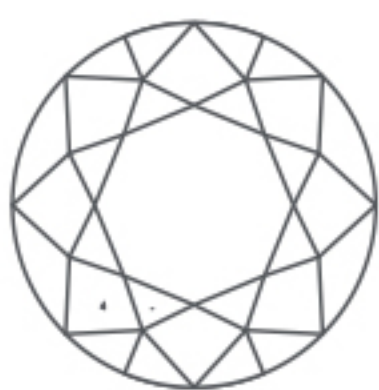
Every The Love Diamond is consistently cut to radiate exceptional beauty, no matter what its clarity grade.



FL



IF

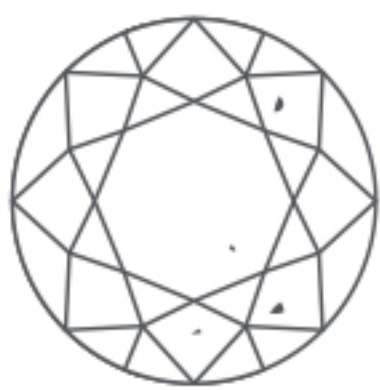


VVS1 VVS2

Flawless

Internally
Flawless

Very Very
Slightly Included



VS1 VS2



SI1 SI2 SI3



I1 I2 I3

Very Slightly
Included

Slightly
Included

Imperfect

PRIORITISING THE 4CS

No two diamonds are the same. Even with the same 4Cs, one diamond may be dull and lifeless whilst the other appears bright and sparkly.

Since The Love Diamond is cut to perfection, its exquisite beauty is guaranteed so that you can pick a diamond perfect for you.

Cut:

The most important of the 4Cs, determines the beauty of a diamond – brightness, fire, scintillation, sparkle.

Colour:

Neighbouring colour grades are not distinguishable in normal light.

Clarity:

Largely invisible to the naked eye.

Carat:

Dependent on one's physique and intended use.

WHOLEHEARTEDLY CRAFTED TO LAST A LIFETIME

Every Love Diamond ring is expertly crafted to bring forth a display of fire, life and brilliance that'll light up every moment – from engagement to every one of your life's meaningful moments together.

A PROMISE OF PERFECTION

The Love Diamond, as you have seen is no ordinary gem.

Every Love Diamond (0.3cts and above) is accompanied by an authentic Diamond Grading Report from the world's largest independent international laboratory – the International Gemological Institute (IGI) in Antwerp, Belgium.

The IGI report confirms the superiority of every Love Diamond with:

- The 'Ideal Cut' proportions accreditation
- Actual photos of the 'Hearts and Arrows' of the diamond, authenticating the perfect symmetry.
- The 'Excellent' grade for symmetry and polish.

For your peace of mind,
each Love Diamond has its IGI report
number and The Love Diamond
brand name security lasered onto
the stone.



A LIFETIME OF CARE

We're delighted to be a part of your love story. When you become a part of The Love Diamond family, you can expect more than just exceptional service.

We offer a range of services from private consultations, cleaning, ring sizing, polishing, personalised engraving and other completely bespoke services.

Engraving

Inscribe your engagement rings with a meaningful message, special date or initials.

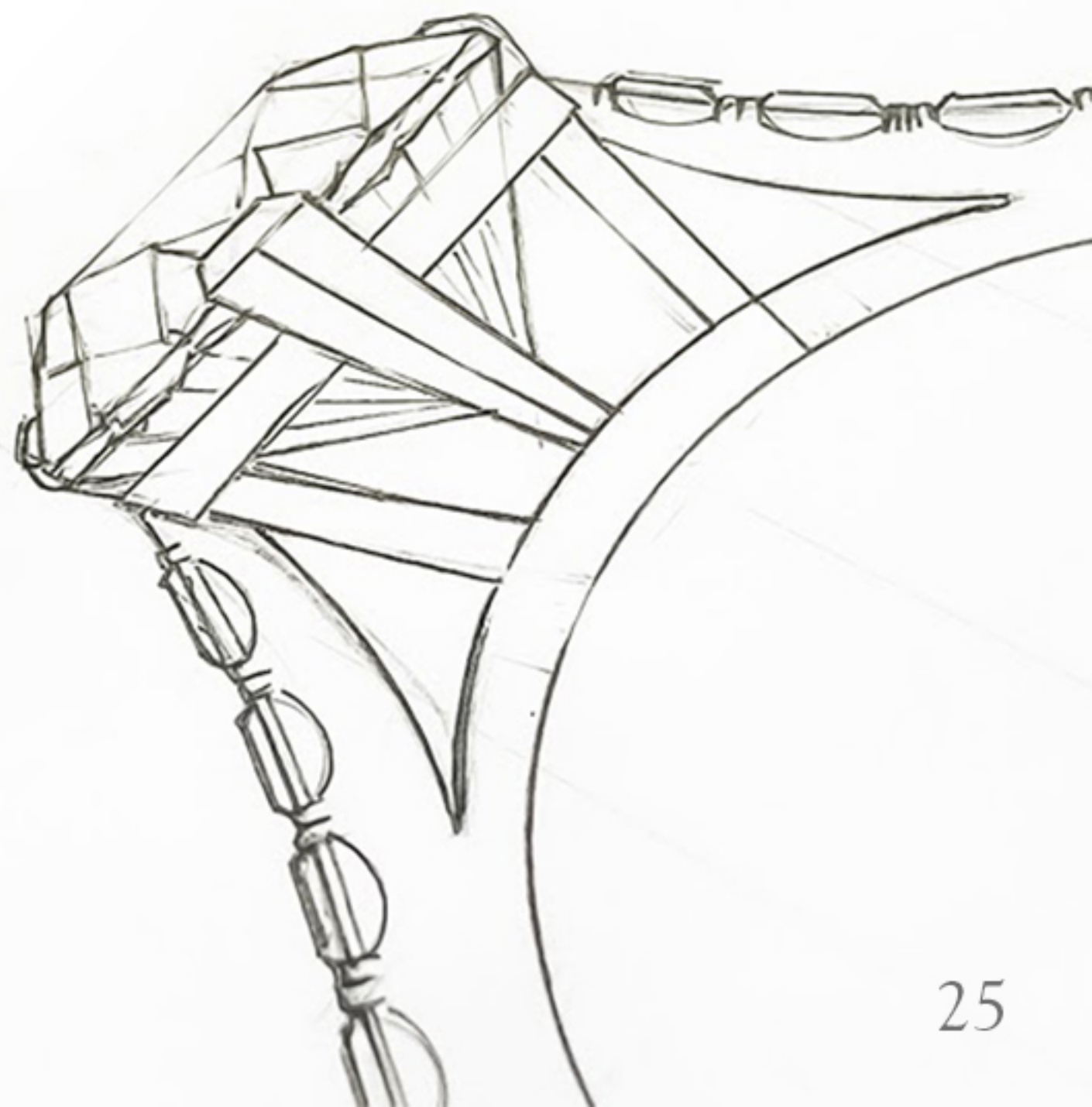
Engraving a personal message shared by you and your loved one transforms a piece of jewellery to into a meaningful symbol of your unique story. For an even more special touch, personalise the message with your very own handwriting.



Create Your Bespoke Ring

A love story as unique as yours deserves a one-of-a-kind ring.

Whether you have an idea at the back of your mind or story you'd like to convey in a design, our passionate team of jewellery experts and master artisans will ensure that your vision comes to life.



After Care Service

At The Love Diamond, we offer complimentary cleaning of your wedding rings as our jewellery expert ensures your stones are secure in their setting. To keep your ring as sparkly as the day you said “Yes”, we also offer complimentary polishing and plating within a year of the date of purchase.

With the proper care, your Love Diamond ring will continue to be the ultimate expression of love across generations.



Ready to look for your perfect diamond?

Visit The Love Diamond boutique.
You can be sure of expert, friendly
and bespoke service when you come
to see us in person.

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Our jewellery is not always shown to scale.