



FREDERICK B.
LONDON

Choosing the perfect diamond for you

Our guide to your perfect diamond

Frederick B pride ourselves on our quality in every aspect of our rings from the attention to detail of our designs and presentation, to the highest standards of setting and responsible sourcing of our diamonds and sapphires. We offer a comprehensive selection of diamond options, all shapes and colours ranging from the purest white D colour and most perfect flawless to our impressive range of natural fancy colour diamonds.

The 4 Cs

When selecting a diamond there are four important characteristics to consider, Cut, Clarity Colour, and Carat. Each of these characteristics significantly impact on the beauty and value of the individual diamonds.

Cut is one of the most important characteristics of a diamond. The quality of the cut, together with the correct proportions and symmetry determine the performance of light which enters through the top of the diamond and reflects back to create the, fire and brilliance, or sparkle.

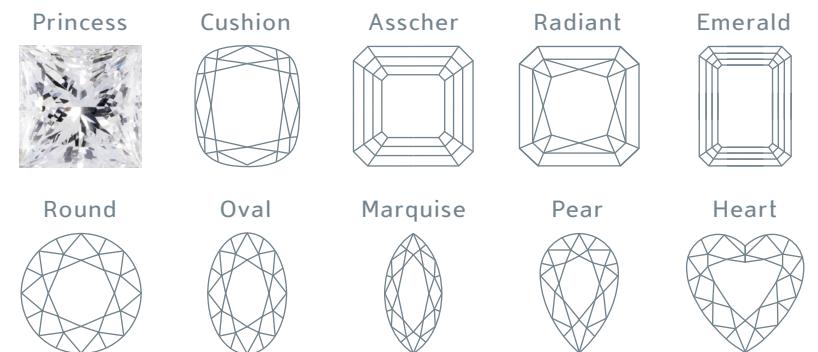
Clarity is important because being a product of nature almost all diamonds have tiny imperfections or blemishes called inclusions. A diamond is graded according to the size and number of visible inclusions seen when viewed in the laboratory under 10 x magnifications. If there are no visible internal flaws (inclusions) and no visible external flaws (scratches, pits etc) the diamond is classified as Flawless. Flawless diamonds are very rare and priced to reflect this.

Colour in terms of the whiteness of a diamond actually refers to the importance of a lack of colour. Each diamond is compared to a master set of authenticated diamonds in the laboratory and then colour graded to a precise scale from 'D' (colourless) being the most rare and therefore the most prized and expensive, to 'Z' (saturated).

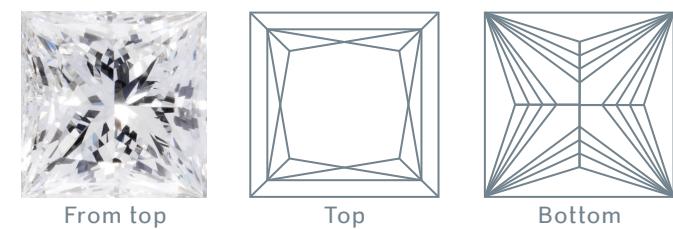
Frederick B also specialise in natural fancy colour diamonds. These are considered exceptionally special as only one in every 10,000 diamonds possesses a natural colour. In contrast to white diamonds, natural fancy colour diamonds are purchased almost exclusively for the intensity and distribution of the diamond's colour. The more unusual and intense the colour the more rare and valuable the diamond. Certain colours such as pink and blue are incredibly rare and increasingly valuable.

Carat refers to the diamond weight, size and proportion. Our chart offers a guide to the dimensions across the diamond assuming the depth is of good proportion. These table dimensions can vary slightly as the overall weight is what truly determines the carat and not the table dimensions.

Cut



Princess Cut

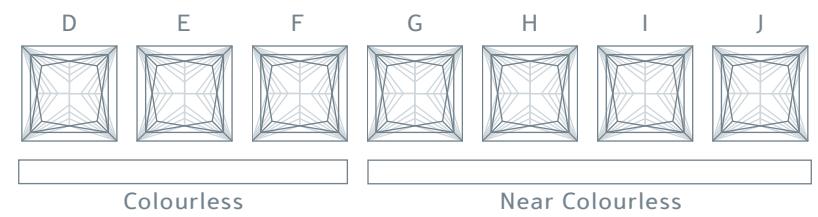


Clarity



Only visible at 10 x magnification

Colour



Carat Weight

