



Fancy diamonds are unbeatable for their eternal value.

Like the common white diamonds, also fancy diamonds are measured by the same four main attributes of diamond quality; Color, Cut, Clarity and Carat. However, unlike white diamonds where the 4Cs are of the same importance, the colour of a Fancy Diamond is the most significant characteristic of all. The Difference between a fancy diamond and a colourless diamond is enormous. The value of colour in a colourless diamond is inverse to that of a fancy diamond. The less colour a white diamond has, the more valuable it is: whereas, the more colour a fancy diamond has, the more precious it is.

THE IMPACT OF COLOUR AND INTENSITY

The attribute intensity also impact on the value of the fancy diamonds. Fancy diamonds are rare but to split them into pricing levels (which are naturally a result for rarity levels) we would split them as follows:

RELATIVELY COMMON FANCY DIAMONDS : browns, greys, yellows.

MID-LEVEL FANCY DIAMONDS : intense and vivid yellow diamonds along with some colour combinations.

HIGH PRICED AND RARE FANCY DIAMONDS : pure orange, greens, purples, pinks and blues.

A LEVEL OF THEIR OWN: fancy red