











# KNOW YOUR DIAMOND SHAPES

Diamond Shape	Description
 <p data-bbox="375 453 476 491"><b>Round</b></p>	<p data-bbox="583 386 1766 579">This is by far the most popular shape of diamond and has been around for hundreds of years. Diamond cutters have been working with this shape longer than any other making it the maximum brilliance and shine that can be obtained in your diamond. When it comes to balancing the grades for clarity, color, and cut, this shape offers flexibility but will retain its brilliance and shine you are looking for.</p>
 <p data-bbox="375 792 500 830"><b>Princess</b></p>	<p data-bbox="583 748 1751 901">One of the most popular diamonds outside of a round diamond is the princess cut. With their pointed corners and sharp lines, they stand out from the crowd and look elegant due to their cut and brilliance. For a traditional look in a princess cut, look for length to width ratios of 1.00 and 1.05. Length/Width = length to width ratio.</p>
 <p data-bbox="375 1097 445 1134"><b>Pear</b></p>	<p data-bbox="583 1029 1766 1223">If you have seen the shape of a teardrop, you would be able to get an idea about this particular shape of diamond with its single point and round end. The overall look of this diamond is unique and thus it is used in a variety of jewelry designs. If you wear an elongated pear shaped diamond in your ring, it will create a graceful slender look on the finger. For a traditional look in a pear shape, look for length to width ratio between 1.45 and 1.75. Length/Width = length to width ratio.</p>
 <p data-bbox="375 1392 445 1429"><b>Oval</b></p>	<p data-bbox="583 1341 1738 1494">Just like round diamonds, oval diamonds have a brilliance that the onlooker would fall for. Oval diamonds are quite popular for their larger look and soft rounded shoulders. For the most traditional oval, look for length to width ratios between 1.30 and 1.60. Length/Width = length to width ratio.</p>
 <p data-bbox="375 1697 519 1734"><b>Marquise</b></p>	<p data-bbox="583 1612 1757 1805">If you want a diamond that looks larger than its carat weight, this is the ideal shape for you. This stone is often used with other shapes such as a pear or teardrop. If you wear a marquise diamond in a ring, the length will create a graceful slender look on the finger. For the most traditional marquise cut, look for length to width ratios between 1.75 and 2.25. Length/Width = length to width ratio.</p>
 <p data-bbox="375 1968 463 2005"><b>Heart</b></p>	<p data-bbox="583 1934 1757 2053">The shape that represents the physical embodiment of love, the heart shaped diamond is unique and one of the most distinctive of all the shapes. For the most traditional heart, look for length to width ratios of 0.90 and 1.10. Length/Width = length to width ratio.</p>
 <p data-bbox="375 2273 500 2310"><b>Emerald</b></p>	<p data-bbox="583 2181 1766 2408">The striking feature of these diamonds is their pavilion (bottom portion of the stone), which is cut with rectangular facets to create beautiful lines and clear visibility into the diamond. Due to this, you might prefer to search for a VS clarity diamond or better to avoid visibility of the imperfections to the naked eye. The rectangular shape of these diamonds can vary greatly. For the traditional looking emerald cut, look for a length to width ratio between 1.3 and 1.50. Length/Width = length to width ratio.</p>
 <p data-bbox="375 2561 495 2598"><b>Asscher</b></p>	<p data-bbox="583 2486 1748 2679">With the same facet style of the emerald cut, this royal looking diamond is both elegant and unique. Like the emerald cut, the clear and beautiful lines of the asscher diamond make it very sensitive to imperfection visibility. When choosing this diamond, you might consider a VS diamond to avoid visibility of any imperfections. For the most traditional asscher, look for length to width ratios of 1.0 and 1.05. Length/Width = length to width ratio.</p>
 <p data-bbox="375 2866 495 2903"><b>Radiant</b></p>	<p data-bbox="583 2757 1766 3035">Radiant diamonds are unique. What makes them so are the corners that are trimmed with utmost care and perfection. The cut is also one of the reasons why this diamond is used alongside number of shapes and in making exquisite jewelry pieces. Even when this diamond is set with round or baguette, it will make a striking appearance and give a new look to the jewelry item. The traditional look for these diamonds are off square or rectangle. Look for length to width ratios of 1.10 and 1.35. For a square radiant cut, look for length to width ratios of 1 and 1.05. Length/Width = length to width ratio.</p>
 <p data-bbox="375 3188 500 3225"><b>Cushion</b></p>	<p data-bbox="583 3130 1757 3289">This antique cut diamond has been reinvented with modern methods of cutting making it one of the most popular cut diamonds outside the round diamond. The cushion diamond is know for their "pillow cut" likeness. For the square cushion, look for ratios of 1.0 and 1.05. For a more off square shape, look for ratios of 1.15 and 1.30. Length/Width = length to width ratio.</p>