

THE ENDURING VALUE  
OF DIAMONDS

# WHAT'S IT WORTH?



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## THE MANY SHAPES OF DIAMOND VALUE

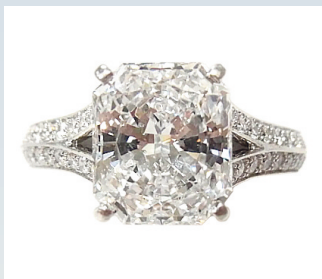
**We write a lot about the “four Cs” of diamonds:** cut, color, clarity and carat weight. And as you have learned from previous columns, larger round, white, clean diamonds are considered, in most circles, the best and the priciest. A five-carat D color, flawless clarity with excellent cut and symmetry will wholesale for around \$500,000. When you add a fancy mounting and a dealer’s 20%-or-so markup, you are nearing the \$750,000 range! Add the name Tiffany or Cartier and a price of \$1,000,000 is not out of the question.

**But most people** can live with an ultra clean, VS clarity stone – or even an SI (slightly imperfect) – and only a good or very good cut, or a different shape than round, and save literally hundreds of thousands of dollars.

**Today we will highlight** a couple of recent purchases, both for sale in our stores, that typify (and at the same time defy) the norms.

**First up is the Cartier Adele ring.**

It is the popular radiant cut – kind of a brilliant-faceted emerald-style cut with lots of faceting on the bottom of the stone (the pavillion). It is D color, internally flawless clarity, and with the Cartier name and superior mounting, the original owner paid \$319,000 for it 12 years ago. Today it would appraise for likely around \$400,000



or more. This is the new price direct from Cartier. We bought it from a retired Orange County, California jeweler for \$100,000. It is for sale (or trade) in our store for under \$150,000. Radiant cut is usually rated in the top five of favored cuts after round, emerald, and cushion. (Please note you will almost always see internally flawless stones well above one-, two-, three-, four- or five-carats, because diamonds get little nicks from time to time, and a stone for 10 to 20 points OVER an even size is desirable, so you can repolish it if it gets a tiny nick.)

**The three least-favored cuts** are the once very popular princess cut, the heart shape and the marquise. We actually LOVE marquise and recently



bought this 3.02 carat GIA D color SI2 (slightly imperfect) ring at \$20,000. Retail value would be around \$55,000, but it is for sale in our store for under \$35,000.

**We love all cuts** and are currently looking for large round, old European cut and marquise stones.

**Can we help you find that perfect diamond for your next occasion?** Or do you want to find a new home for a nice diamond? Contact Katrina Hess, Graduate Gemologist, in our St. Petersburg store or Bill Essex in our Hyde Park store. We are short on glitz but very long on education!

**WE ARE ALWAYS BUYING!** If you have fine diamonds or jewelry to sell, contact us. If you need an appointment in St. Petersburg or Tampa, give us a call. **We are former sothebys.com associates.** We make housecalls statewide. ALL RIGHTS RESERVED.



**OLD NORTHEAST JEWELERS**

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