

stuart moore

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compare!

For over 20 years we at stuart moore have recommended GIA certificates as the 'must have' ingredient when buying a diamond. Being the most rigorous in diamond grading, the GIA has set the standard for everyone.

However, whenever possible, there is a potentially critical step a buyer should take, in addition, to ensure they're making the right choice.

That step is really simple but almost nobody does it. Whenever possible, compare several stones, side by side.

why?

The reason is simple. In addition to the technical elements I describe in our two videos "Certificates" and "Size vs Weight", there has always been, in history, a fascinating element of mystery that cannot be defined, when selecting any gemstone.

I found this out a long, long time ago.....

At 24 I was sent to our main diamond supplier as the practical finishing touch of my gemological training. After a week of showing I could correctly grade diamonds I was probably a bit too sure of myself so my master, Isaac, decided to show me how little I really knew.

He stopped by my desk, dropping off 6 of these little diamond papers on my pad, saying, "I am off for lunch, please tell me about these stones when I come back."

Of course, when I studied the stones I found all six were gemologically the same. I was being tested but didn't know how.

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I waited nervously for Isaac to return, and when he came back he asked ...

"So, what have you to tell me Stuart?"

And I replied, "Isaac, I don't understand, I graded them and they're all the same."

His voice took on a new - probably feigned - hardness, "Stuart, they are not the same, perhaps you have graded the stones correctly but did you compare them?"

Playing right into his hands like an idiot, I answered, "Compare? No. What would be the point?"

"When parting with money Stuart, comparison is the whole point. Like flowers, diamonds are from nature, I ask you, how would you describe the beauty of a particular flower with numbers and letters. Come, let us compare the stones and, I believe, you will learn something very valuable."

We did, and, sure enough, Isaac had made his point very clearly. I learned something not shown on any certificate I know of. To my eyes one stone was distinctly more pleasing than the others and one, no surprise, distinctly less so. I asked how this could be and he just shrugged, saying, "What does it matter, it is as it is. The point, Stuart, is not to buy the ugly one but to buy the most beautiful one."

Today nothing has changed. It is simply better, whenever possible, to look at several stones, together, to ensure you get "the most beautiful one."

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Since that day 40 years ago, we at stuart moore have had this conversation tens of thousands of times when showing diamonds to couples getting engaged, as well as with hundreds of diamond cutters the world over.

I'm happy to pass on to you an expression into which I've condensed the outcome of all those people's experience which is essentially the same ...

"You won't know why you should compare until you've compared."

If you prefer to shop online but still want to be sure to get "the most beautiful one", go to our help section where you'll get exactly that help.

Alternatively, if you can visit us to compare in person, click on our introductory free hotel offer.