

# stuart moore

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## size versus weight

We have two videos directly focused on showing you how to judge value for money.

This one, "Size vs Weight", shows that a diamond cutter might not have the same priorities as you, which can lead to a mis-perception of value.

The other, "Certificates", breaks new ground in showing how the existing grading system for Color and Clarity can distort price, again leading to false perceptions of value.

We hope you'll find both these videos helpful in your buying decision.

Unfortunately, very unfortunately, the two words, 'size' and 'weight', are often used interchangeably when describing diamonds.

Let me start with a question. If I offered you a thousand dollars to tell me the millimetre diameter (the size) of the particular carat (weight) diamond you're looking for, would you know the answer?

If not, no surprise; not one client in my 44 years has known this measurement but the difference can be financially and aesthetically costly to you.

If we hadn't raised this size versus weight issue, you might have focused on only the 4Cs and the price. You might well have known to pick only stones with a GIA certificate. Then you might have finished by building a spreadsheet of various sources and prices for that stone.

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Let me show you what could easily happen if you took that route .....

This is how most diamond crystals look as they come out of the ground. It's called an octahedron. If you look from the side it looks like this and, usually, the cutter will cut one big and one small stone from the rough like this, using these end bits to cut tiny stones.

From the top the crystal looks a bit like a pyramid from an airplane, like this. Let's assume you're looking for about a 2 carat round brilliant (although what I'm about to show you is exactly the same for all sizes).

The round shape of the diamond has to be cut from inside the square like this so, of course, the round cannot be bigger than the square.

Imagine this crystal is 7.9mm across, which is perfect for cutting a properly proportioned 1.85carat but too small to cut a properly proportioned 2 carat. So, believe it or not, this presents the cutter with a difficult choice; to cut for beauty or to cut for weight.

Should he cut a knockout 1.85ct like this or cut a less brilliant 2ct by cutting it too deep, like this. No prizes for the answer, he cuts what the consumer is asking for, weight, making a bit more money in so doing. And that's why there are, magically, way more exactly 2ct stones out there than 1.85s.

So, what's best for the cutter might well not be best for you. After all, whichever stone he chose to cut from this piece of rough will be the same size (7.9mm diameter) even though they can be different weights.

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The bottom line? If you buy this kind of 2 carat (or any other weight) although you are getting the weight you asked for, you're not getting the size, the deal or the brilliance you expected.

So, when your girl is wearing this stone and compares it with her friend's properly proportioned 2ct, hers will be noticeably smaller and less brilliant.

Gentlemen, here's a little idea of how that would be ...

Eggs: Splat! Splat! Splat!

So, is size versus weight important to you?  
Wouldn't you have been better off spending less and getting the 1.85ct, or more to get the right size 2ct?

Hey, you be the judge.