

SHAPE



Shape refers to the overall outline of the diamond when viewed from the top.



Round is the most traditional shape, and has set the standard for all other diamond shapes. It accounts for more than 75% of diamonds sold today. For almost a 100 years, diamond cutters have been using advanced theories of light behaviour and precise

mathematical calculations to optimise the fire and brilliance in a round diamond.

The modern round brilliant cut diamond consists of 58 facets, divided among its crown (top), girdle (widest part) and pavilion (base).



Princess is the most popular non-round diamond. The princess has pointed corners and it's traditionally square in shape. Flattering to a hand with long fingers, it is often embellished with triangular stones at its sides.

Because of its design, this cut requires more weight to be directed toward the diamond's depth in order to maximize brilliance.

They can vary greatly in how square or rectangular they are. To find the dimension you want, look for the length-to-width ratio.



Marquise is a shape that can maximise a diamonds carat weight, giving you a larger-looking diamond. This brilliant cutting style has the same facet arrangement as a round brilliant, but modified to its unique shape.

The length of the marquise makes fingers appear long and slender. For the traditional marquise-cut diamonds, look for length-to-width ratios between 1.75 and 2.25



Emerald cut is a rectangular shape with cut corners. It is known as a step cut because its concentric broad, flat planes resemble stair steps.

This particular cut highlights the clarity of a diamond, because of that, inclusions and inferior color is more pronounced. Make sure to choose a high quality stone. For the classic emerald-cut shape, look for a length-to-width ratio between 1.30 and 1.40.



Radiant is a square or rectangular cut, which combines the elegance of the emerald shape diamond with the brilliance of the round.

Trimmed corners are the signature of this diamond, and they help make the radiant-cut a popular and versatile

choice for jewellery. Because of its design, this cut requires more weight to be directed toward the diamond's depth in order to maximize brilliance.



Trillion is a spectacular wedge of fire. It's a rounded triangular shape with 25 facets on the crown, 19 facets on the pavilion, and a polished girdle. First developed in Amsterdam, the exact design can vary depending on a particular diamond's natural

characteristics and the cutter's personal preferences. It can also be a triangular shape with pointed corners and straight sides when it's called a trilliant.



Oval diamonds have beautiful brilliance that's similar to a round one. A symmetrical design, popular among women with small hands or short fingers, because its elongated shape gives a flattering illusion of length to the hand, and their length can

accentuate long, slender fingers.

A Cushion shape is very similar with straighter sides and a bit more square appearance.



Pear is a fiery, brilliant-cut diamond, also called a teardrop for its single point and rounded end, a hybrid cut combining the best of the round and the marquise.

This elegant design complements all hands. Small or average-length fingers

will look longer and also emphasizes slim, long hands. It lends a sophisticated air to any kind of ring settings.

It is particularly beautiful for pendants or earrings.



Asscher is a beautifully unique shape, which is very similar to the emerald-cut, except that its equal sided. It needs to have a length-to-width ratio between 1.00 and 1.05 that makes it perfectly square. Just like the emerald cut, flaws, color weakness, and a poor cut are

more evident to the naked eye, than in any of the brilliant or mixed style cuts.



Heart is the ultimate symbol of love, and its shape is considered by some to be the most romantic of all diamond cuts. The unique look of the heart-shaped diamond helps make it a distinctive choice for a variety of diamond jewellery.

Look for a stone with an even shape, a well-defined outline and a high cut grade.

