

A
PARKHOUSE
DIAMOND



What you need to know
before you buy...

PARKHOUSE
— The Jeweller 1794 —



97% OF DIAMONDS
NEVER MAKE THE CUT
AT PARKHOUSE.

PARKHOUSE
— The Jeweller 1794 —

DIAMONDS

Why so desirable?

- **Everlasting:** Diamond is the hardest natural substance on earth and is only scratched by another diamond. It endures and will be your oldest and most precious possession at 3 billion years old. Your diamond will pass on value and an emotional connection to future generations. Unlike us, our diamonds are unaffected by age.

Diamonds really are Forever!

- **Beauty:** The hardness of a diamond allows it to take a magnificent polish with dazzling reflections. It displays 'Fire' which breaks light into glimpses of rainbow colours and is beautiful to behold, even by candlelight!



- **Rare:** Gem quality diamonds are very rare and expensive to mine. Over 250 tons of ore are extracted and processed to find a single 1 carat diamond.

Of all gem diamonds mined and cut, only 3% are of a sufficient quality to become a '**PARKHOUSE DIAMOND**'.

- **Symbolic:** Since time immemorial man has related diamonds to beauty, love, wealth and magic. Today, it still has all the virtues which makes it the ultimate symbol of love, appreciation and commitment.

•ESME•

An exclusive PARKHOUSE design



ESME is one of our most popular ring designs available in different carat weights and prices.

We also make it with a Princess cut stone.

See more of our designs online at www.parkhousethejeweller.co.uk

Rejecting imperfection since 1794

As a 6th generation family jeweller, we've learnt a lot about diamonds over these 170 years. Each and every diamond has been handpicked by Michael Laing. Our rigorous selection process ensures we only select the crème de la crème.

Our in-store diamond specialists have years of training and experience and can talk you through the buying process, helping you to make the perfect choice.

Buying a diamond should be fun. We are often consulted by men considering buying a ring for the 'surprise' proposal and we offer some creative ideas(together with the promise of a champagne diamond experience if she wants to change it!).

How do we buy our diamonds?



PARKHOUSE DIAMONDS are handpicked by our Managing Director, diamantaire Michael Laing OBE.

We buy from the best Antwerp diamond cutters and set the diamonds into our bespoke settings. As we buy directly from the cutters and manufacture most of our rings ourselves, we guarantee the best diamond for your budget.

Coupled with our exclusive ring designs, you will not find a finer diamond ring for your investment in the city!

As a diamond expert, Michael, is very particular and rejects over 97% of the diamonds he is offered. Over the next few pages you will learn more about diamonds and the outstanding qualities Michael is looking for in a diamond that 'makes the cut' and becomes a brilliant PARKHOUSE DIAMOND.

Over 70% of the Worlds Cut Diamonds come from Antwerp.

Colour

A 'colourless' diamond is the best white diamond you can buy. It absorbs more light and breathes out more 'fire' and 'brilliance.'

'D' colour diamonds are the rarest and the best colour grade of diamond.

We always have a special collection of 'D' colours in stock.

Colour Grading Scale									
PARKHOUSE DIAMONDS									
D E F	G H I	J	K L M	N O P Q R					
colourless	nearly colourless		faint yellow	very light yellow					

The difference between 2 colour grades can make a significant difference to the price of a diamond.

Diamonds above colour 'I' become increasingly rare and, if well cut, they have greater beauty and brilliance.

A PARKHOUSE DIAMOND is generally between 'D' and 'H' colour and the only 'I' colours we ever select must have particularly good clarity, cut and value to make the grade.

No diamond below 'I' colour is considered acceptable as a PARKHOUSE DIAMOND.

• D COLOUR •

The World's Rarest White Diamond



PARKHOUSE the Jeweller has launched its exclusive collection of D Diamonds - the finest colour of diamonds. They are vivacious, pure and cut to burst with colour and sparkle. Crucially, they should be the very best your money can buy. Inferior diamonds with hidden flaws and poorly cut stones just won't cut it.

Clarity.... Flaw-less is more

All diamonds have minor inclusions (internal) or blemishes (surface) except the very rare 'flawless' diamonds in which the expert eye can find no markings under 10 times magnification. Flawless diamonds are much more expensive and it is important to understand that a diamond does not have to be flawless to be beautiful !

Most experts generally agree that clarity has the least impact on the diamond's beauty.

A story of size and...location, location, location !

When you look at diamonds, our highly trained Diamond Specialists will show you how to use an eyeglass. Inclusions can become a problem depending on the type of inclusion, its size and most importantly its location in the diamond.

As a general guide, diamonds are graded according to the scale below:

	VVS 1	VVS 2	VS 1	VS 2	Si 1	Si 2	I 1	I 2	I 3
Flawless	very very slightly included		very slightly included		slightly included		included		

So what is the clarity of a PARKHOUSE DIAMOND?

A PARKHOUSE DIAMOND could be from 'Flawless to Si2'. No diamond below 'Si2' would ever make the grade.

Indeed 99% of 'Si1' and 'Si2' graded stones are not good enough but we do select some exceptional 'Si1' and 'Si2' diamonds which have unobtrusive markings and great brilliance and represent fabulous value for money.

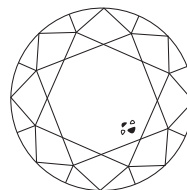
Location – Location – Location...

(where are the marks in your diamond?)

We will reject every diamond offered to us with obvious inclusions visible in the 'table' facet or at the girdle edge that weakens the stone and could chip in the future.

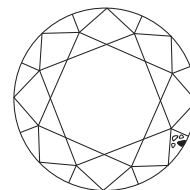
PARKHOUSE DIAMONDS never have

Obvious inclusions in the Table Facet



Reject X

Inclusions at the Girdle Edge Risk of future chip



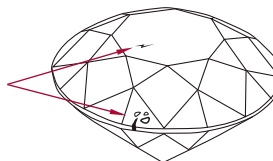
Reject X

Surface Inclusions

We reject any diamond where the natural inclusion 'breaks the surface.' This interferes with reflection and creates weakness in the diamond which could become a bigger crack or chip in the future.

Surface Inclusions

Potential future chip



- NO PARKHOUSE DIAMOND will have obvious BLACK inclusions.

Up to 1 in 3 diamonds are believed to have had Laser Treatment or Fracture-Filling, which artificially improve the clarity to increase the price. A future repair to a ring with such stones could cause your diamond to lose clarity or even shatter.

We reject these stones and recommend that every diamond over 0.40 cts has a certificate from a respected laboratory. (See page 16).

Every PARKHOUSE DIAMOND is totally natural and we guarantee is without enhancements!

Cut...to perfection or rejection

Acceptable or Amazing?..... It's all in the CUT.

CUT, often called 'make', is not only the shape of different diamond cuts; it is the attention to detail and expertise in cutting the diamond to the best proportions and polish.

CUT is the most important factor in releasing the beauty of a diamond.

An expertly cut diamond of perfect proportions, symmetry and polish will communicate across a room where the same diamond, poorly cut will not!

In effect, the difference in brightness between a 100 watt and a 40 watt light.

The greatest defining quality of a PARKHOUSE DIAMOND is that it is selected for having 'charisma' – that extra life and sparkle that stands out from other similar quality diamonds.

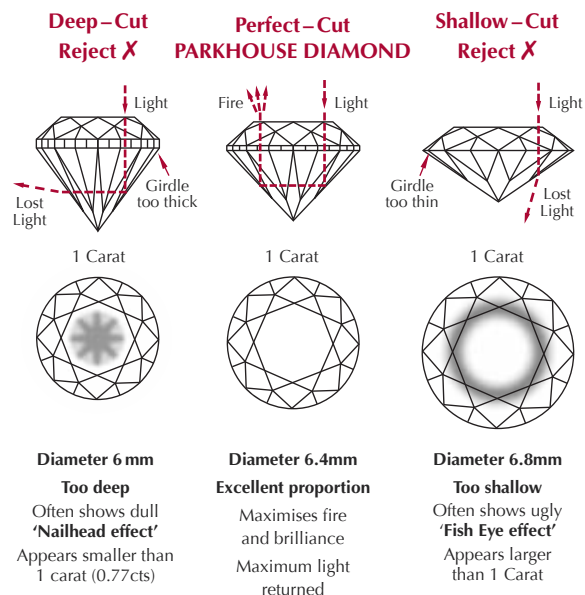
Only the top 3% of diamonds make the cut to become a PARKHOUSE DIAMOND.

TOP TIP: As all jewellers have bright lights, always look at your diamond away from direct light. eg;~ under the table or in shadow.

A poorly cut diamond needs more light to stand-out where a perfectly cut diamond will show 'fire' and 'brilliance' and communicate even in a candle-lit restaurant.

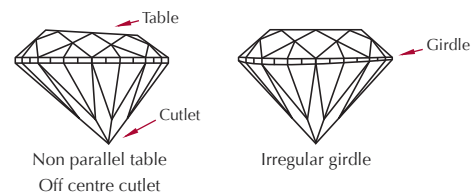
Diamonds are often cut to maximise the carat weight and lose beauty.

A PARKHOUSE DIAMOND is cut for BEAUTY displaying obvious 'fire' which breaks light to the colours of the rainbow, radiating great life and brilliance.



We immediately reject diamonds with inconsistent proportions and poor symmetry which spoil the brilliant communication required in a PARKHOUSE DIAMOND.

See below some frequently seen examples of cutting defects we always reject.



TOP TIP: When selecting your diamond, always look at it through a **Jeweller's Loupe** (magnifying glass) and through a **Proportion Scope** which reveals the 'proportion' and 'symmetry' of your diamond.

We will show you how to use a Loupe and Proportion Scope.

We also give a complimentary Proportion Scope with every PARKHOUSE DIAMOND.

• ALL SHAPES & SIZES •

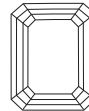
The 5 C's ~ COLOUR · CLARITY · CUT · CARAT · CERTIFICATION

Dare to be different...

Fancy cuts of diamond are very elegant and all require the same attention to beauty and brilliance.



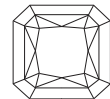
Round



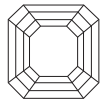
Emerald



Marquise



Radiant



Asscher



Oval



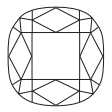
Pear



Princess



Heart



Cushion

Not all PEARS are the same...

Reject X



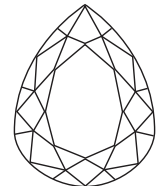
Too Thin

**PARKHOUSE
DIAMOND**



Perfect Shape

Reject X



Too Squat

It is surprisingly difficult to find fancy-cut stones that are just the right proportions. Some square Princess Cut stones are far off square and Ovals come in all shapes and sizes. Only the most beautifully proportioned diamonds make the cut to become a PARKHOUSE DIAMOND.

Ask about our collection of


HEARTS ON FIRE Diamonds

THE WORLD'S MOST PERFECTLY CUT DIAMOND

These are exclusive to us in the city and are truly the most impressive collection of diamonds we have ever seen!

www.heartsonfire.com



Carat..... more is more

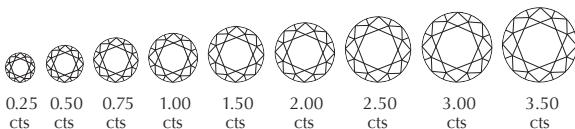


Carat refers to the weight of your diamond...not its size!

One carat is divided into 100 points.

$\frac{3}{4}$ CARAT = 0.75cts (or 75 points).

$\frac{1}{2}$ CARAT = 0.50cts (or 50 points).



Carat weight alone does not determine a diamond's value.

Value is a combination of all the 4 C's.

Larger diamonds are much more rare and therefore much more valuable.

As we have a policy to offer our customers the best value for size and quality, please ask about our popular '**Grow Your Own Carats™**' trade-in scheme. Details on page 17.

We specialise in large investment diamonds directly from the Antwerp Cutters.

Ask our Diamond Team for details.



See more of our designs online at www.parkhousethejeweller.co.uk

Certification

The best advice we can give you!

- Every diamond over 0.40 cts should only be purchased with an Independent Laboratory Certificate.

Small changes in the colour, clarity and cut makes a BIG difference to the value of a diamond. Today reputable jewellers will have their diamonds independently tested to give you comfort that the quality is correct and to help you compare prices.

It is relatively inexpensive to certificate a diamond and you should never just take the salesperson's word on the quality.

Are all certificates the same? Absolutely not!

We see some certificates which grossly exaggerate quality and therefore value – you know you can even get a university degree on the internet!

We only use respected gem laboratories which have the highest standards and who we know we can trust.

We strongly recommend the following certificates as being reliable and trusted in the trade:

- G.I.A – Gemmological Institute of America
- H.R.D – Diamond High Council (Antwerp)
- I.G.I – International Gemmological Institute
- A.G.S – American Gem Society
- AnchorCert – Gem Laboratory of Birmingham Assay Office
- B.G.I. – British Gem Laboratory.

If you are offered a certificate from a laboratory not named above – be very cautious!

Every PARKHOUSE DIAMOND ring with a diamond over 0.40 cts comes with an independent certificate from a respected laboratory.

Anything else to look out for? Yes – Fluorescence!

While faint fluorescence is no problem for a diamond, “strong” or “very strong” fluorescence can look milky and are less valuable.

No PARKHOUSE DIAMOND has strong fluorescence.

Grow Your Own Carats™

Our exclusive upgrade scheme

You don't need to be green fingered to make the most of Parkhouse the Jeweller's exclusive **Grow Your Own Carats™** upgrade scheme.

We believe in the quality of our diamonds as they are handpicked to superior standards. Diamonds retain their value and as such we welcome our existing customers, and new customers with good quality, well cut diamonds from other jewellers, to upgrade to a bigger carat.

If you'd love to replace your half carat pair of earrings or ring with a carat, we'll take back your original PARKHOUSE diamonds at the full price you paid and you'll only pay the difference towards the new ones.

It's the perfect way to create your own diamond legacy for future generations.



DIAMOND ETERNITY AND WEDDING RINGS



ETHICAL DIAMOND – SELECTION –

All of our diamonds are ethically sourced through the Kimberley Process and from respected diamond cutters. A PARKHOUSE DIAMOND is sourced to be conflict-free.


HEARTS ON FIRE[®]
THE WORLD'S MOST
PERFECTLY CUT DIAMOND[™]

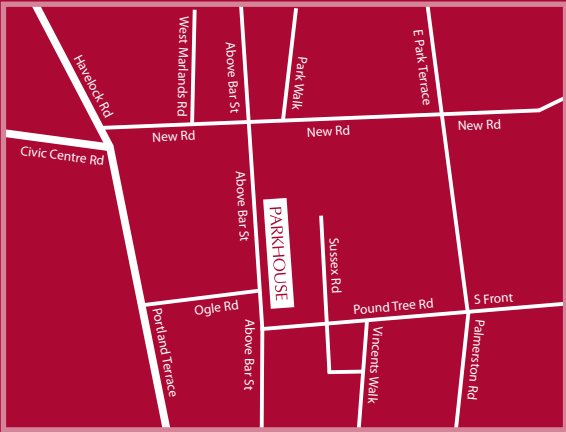


WHY SETTLE FOR LESS THAN PERFECTION

View our entire collection at heartsonfire.com

PARKHOUSE

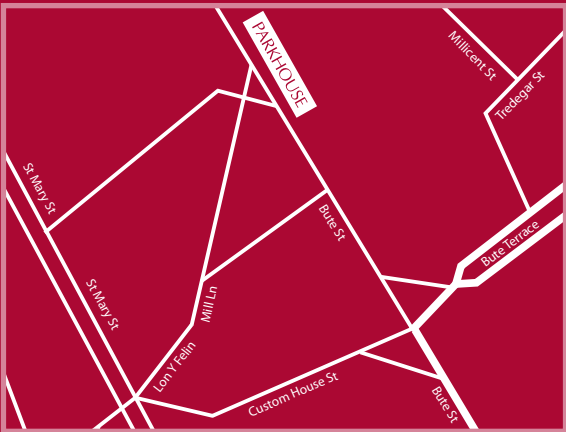
— The Jeweller 1794 —



SOUTHAMPTON

96 Above Bar, Southamton SO14 7JR

t. 02380 226653



CARDIFF

St David's, 27 The Hayes, Cardiff CF10 1GA

t. 02920 660 890

www.parkhousethejeweller.com