

CARR





About

Carr appreciates the 'forever' value in a precious diamond. Is there a more exquisite moment or pleasure in life than the giving or receiving of a diamond? We provide only independently HRD and GIA certified diamonds of the highest quality and provenance, sourced from the most prestigious suppliers and crafted by our own jewellers in London. Visit our "Collection" to browse and reserve our breath-taking jewellery.

Some things in life are just too precious to be adorned in something ordinary. Sometimes a moment is so rare that only a unique and bespoke treasure can truly reflect its place in time. Carr specialise in the design and creation of such items of timeless personal beauty.

Enter our "Bespoke" section and we will guide you step by step to select and design your own diamond piece.





Workmanship

The beauty of a diamond piece can only truly be seen through the intricate detail and the time it takes to create something bespoke. Carr's fine jewellery pieces are handmade and can only be created by a true craftsman highly-skilled in the makings and history of the diamond trade.

Each jewel is created with precision as an individual work of art so you can be ensured you have that one of kind, timeless, beautiful piece, with you in mind.





Round



Emerald



Oval



Pear



Marquise



Radiant



Princess



Heart



Cushion



Asscher

Shape

The classic diamond is a sparkling brilliant white round gem with a kaleidoscope of facets that dazzle and beguile, however master diamond cutters carve these natural crystals into a myriad of spectacular shapes.



The 5 C's

1 / Cut

Cut is the factor that fuels a diamond's fire, sparkle and brilliance. The traditional 58 facets in a round brilliant diamond, each precisely cut and defined, these facets are as small as two millimetres in diameter. But without this precision, a diamond wouldn't be nearly as beautiful. The allure of a particular diamond depends more on cut than anything else.

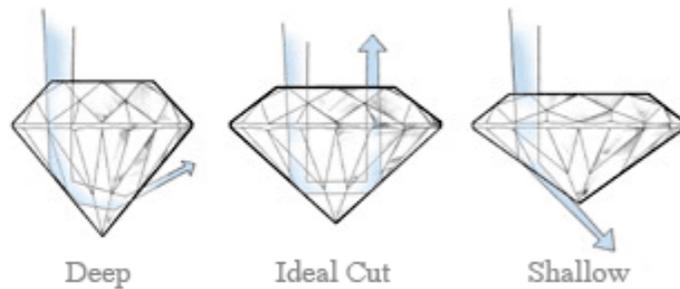
Though extremely difficult to analyze or quantify, the cut of any diamond has three attributes: brilliance (the total light reflected from a diamond), fire (the dispersion of light into the colours of the spectrum), and scintillation (the flashes of light, or sparkle, when a diamond is moved).

As a value factor, though, cut refers to a diamond's proportions, symmetry and polish. A round brilliant cut diamond has 57 or 58 facets, the 58th being a tiny flat facet at the bottom of the pavilion that's known as the culet. The large, flat facet on the top is the table. The proportions of a diamond refer to the relationships between table size, crown angle and pavilion depth. A wide range of proportion combinations are possible, and these ultimately affect the stone's interaction with light.

The diamond cut grading system for standard round brilliants in the D-to-Z colour range. This system assigns an overall diamond cut grade ranging from Excellent to Poor.

HOW DOES PAVILION DEPTH AFFECT A DIAMOND'S CUT?

The distance from the bottom of the girdle to the culet is the pavilion depth. A pavilion depth that's too shallow or too deep will allow light to escape through the sides or the bottom of the stone. A well-cut diamond will direct more light through the crown.



2 | Clarity

Diamonds often contain unique internal (inclusions) and external (blemishes) birthmarks due to the fact they are formed deep within the earth under extreme heat and pressure.

A diamond's clarity refers to the absence of these inclusions and blemishes. To find a diamond without these birthmarks is rare, and rarity affects a diamond's value. Diamonds are assigned a clarity grade that ranges from flawless (FL) to diamonds with obvious inclusions (I3).

A flawless diamond (FL) is exceptionally rare and valuable. The Clarity Scale contains 11 grades. GIA implements the GIA system to determine the clarity grade of a diamond. The GIA system considers the size, nature, position, colour or relief, and quantity of clarity characteristics visible under 10× magnification.

Flawless (FL) - No inclusions or blemishes

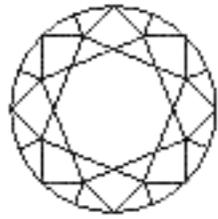
Internally Flawless (IF) - No inclusions and only blemishes

Very, Very Slightly Included (VVS1 and VVS2) - Inclusions are difficult for a skilled grader to see

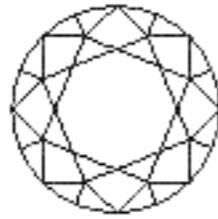
Very Slightly Included (VS1 and VS2) - Inclusions are minor and range from difficult to somewhat easy for a skilled grader to see

Slightly Included (SI1 and SI2) - Inclusions are sometimes noticeable

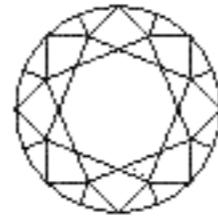
Included (I1, I2, and I3) - Inclusions are noticeable



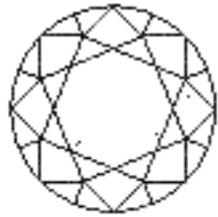
FL - Flawless



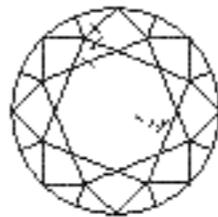
IF - Internally flawless,
minor surface blemishes



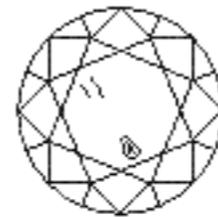
VVS1 - VVS2 - Very,
Very small inclusions



VS1 - VS2 - Very
small inclusions



SI1 - SI2 - Small
inclusions



I1 - I2 - I3 - Imperfect
eye-visible inclusions



3 / Colour

Diamond colour is all about what you can't see. Diamonds are valued by how closely they approach colourlessness – the less colour, the higher their value.

Carr uses GIA's colour-grading scale for diamonds, which is the industry standard. The scale begins with the letter D, representing colourless, and continues with increasing presence of colour to the letter Z, or light yellow or brown. Each letter grade has a clearly defined range of colour appearance.

Many of these colour distinctions are so subtle as to be invisible to the untrained eye. But these slight differences make a very big difference in diamond quality and price.

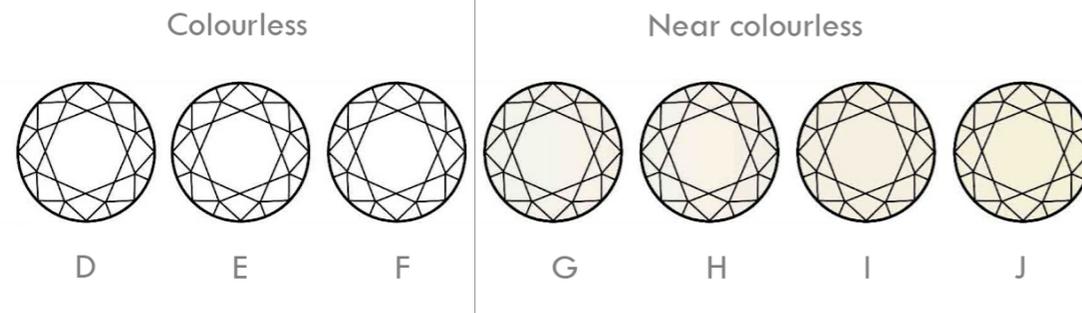
When shopping for a diamond, it is generally preferred to have the least amount of colour possible. Diamond colour is divided into five broad categories:

Colourless Diamonds (D-F):

Diamonds within the colourless range are the most rare and valuable of all the colours. D/E colour stones display virtually no colour, whereas F coloured diamonds will display a nearly undetected amount of colour.

Near Colourless Diamonds (G-J):

Diamonds within the near colourless range appear colourless in the face up position, but do display a slight amount of colour when viewed face down against a perfectly white background.



Carat



Round

0.25

0.5

0.75

1

1.5

2

3

4

5



4.1mm

5.1mm

5.8mm

6.4mm

7.4mm

8.1mm

9.3mm

10.2mm

11mm

4 | Carat

Diamonds are weighed in metric carats: one carat is equal to 0.2 grams, about the same weight as a paperclip.

A carat is divided into 100 points. For example, a 50-point diamond weighs 0.50 carats. But two diamonds of equal weight can have very different values depending on the other members of the Four C's: clarity, colour and cut.

HOW DID THE CARAT SYSTEM START?

The carat takes its name from the carob seed. Because these small seeds had a fairly uniform weight, early gem traders used them as counterweights in their balance scales. The modern metric carat, equal to 0.2 grams, was adopted by the United States in 1913 and other countries soon after. Today, a carat weighs exactly the same in every corner of the world.





and the 5th is...

Carr

Dominic Carr R.J.Dip has been designing fine jewellery for 25 years. He spent 10 years in the London Diamond Bourse and Club as a diamond dealer building up an extensive network of diamond suppliers from Antwerp and Tel Aviv. He examines every diamond before he purchases it ensuring its quality. The majority of CARR the stock is accompanied by a G.I.A diamond certificate that states the exact quality and individual characteristics of the diamond. This insures total buying confidence. All this diamond knowledge is invaluable when considering that special purchase.....





CARR

53 Liverpool Street
London
EC2M 7QN

Monday - Friday
9am - 6pm

Telephone:
020 7220 7755 or 020 7283 8455

Email:
sales@carrdiamonds.com

