



TIPS FOR BUYING A DIAMOND OR JEWEL

Antwerp has been the world's most important and most reliable diamond **centre** for five centuries in addition to being home to many jewellers. Moreover, the City of Antwerp has partnered with the Antwerp World Diamond Centre to develop the “**Antwerp's Most Brilliant**” quality label. This label is awarded to jewellers who meet its rigorous quality requirements. Thanks to this label you can buy jewellery with confidence from these jewellers. The jewellers are easy to recognise thanks to the sticker in their windows.



More information on www.antwerpsmostbrilliant.be

If you are made an offer that seems too good to be true, it probably is just that. If you are quoted a very different price for a diamond with the same characteristics (4 C s) in different places, then something is not right. Request the stone's certificate (DGR or Diamond Grading Report) and check it carefully. They may be offering you laboratory grown or treated diamonds.

The information below will help you in your search for that one unique, high-quality jewel.

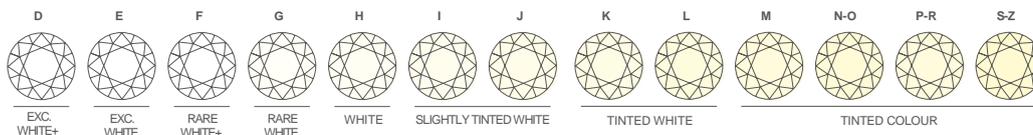
THE 4 C's OF THE DIAMOND DETERMINE VALUE AND QUALITY

CARAT

Refers to the weight: 1 carat = 0.2 grams or 100 points.

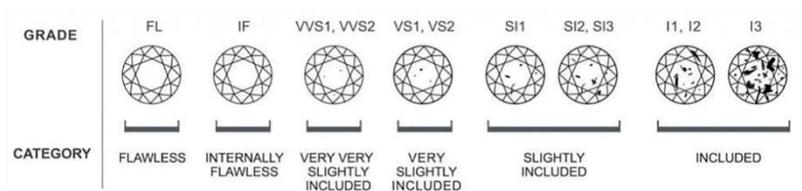
COLOUR

Refers to the stone's colour grade. Most diamonds range in colour from colourless to slightly yellow. A perfect diamond has no colour at all. This is called D colour or Exceptional White+, thereafter E colour or Exceptional White and after F colour or Rare White +, etc. The more colourless the stone, the more valuable it is. Only natural, brightly-coloured diamonds are even more valuable.



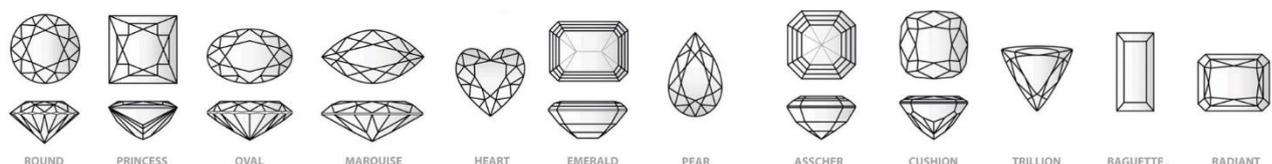
CLARITY

Describes the diamond's purity. The clarity scale reflects the size, number and location of the inclusions or internal impurities and external characteristics, such as scratches. A “loupe clean” diamond is a stone in which no inclusions were found when examined with a loupe that magnifies 10 times.



CUT

Describes how the stone was cut. The ideal proportions, finish and symmetry are vital for the diamond's cut. Each grade is evaluated according to four parameters: Excellent | Very Good | Good | Fair. A perfect cut reveals a diamond's fire and brilliance.





CERTIFICATE / DIAMOND GRADING REPORT (DGR)

A DGR describes the 4 C's for a given diamond. Always request a DGR when purchasing a diamond. Jewellers with an Antwerp's Most Brilliant label will automatically supply you with a DGR from one of the following organizations for any diamond over 1 carat:

- HRD Antwerp (Hoge Raad voor Diamant Antwerpen)
- GIA (Gemological Institute of America)
- IGI (International Gemological Institute)
- IIDGR (International Institute of Diamond Grading and Research)

Besides a description of the 4 C's, the DGR also lists whether this is a natural, laboratory grown or treated diamond.

NATURAL DIAMOND

If your DGR states that you bought a natural diamond, then you can be certain that you are purchasing a diamond that is millions of years old.

LABORATORY GROWN DIAMOND

Laboratory grown diamonds are man-made in labs. These diamonds have the same composition as natural diamonds and may even display inclusions, but they were not mined from the earth. Laboratory grown diamonds are cheaper than natural stones.

TREATED DIAMOND

Some treated diamonds are called HPHT processed (pay attention to the difference between natural or laboratory grown, because both DGRs may feature the term HPHT). The diamond originally looked different and has undergone treatment. Often this is done to improve the stone's colour grade. These diamonds are cheaper than natural, untreated stones. If you do not want a treated diamond, choose natural, untreated diamonds instead.

DESCRIPTION DOCUMENT OF YOUR PURCHASE

Every jeweller must issue a descriptive certificate for any jewel or timepiece sold, made from precious metals, gemstones or diamonds, which provides detailed and complete information about:

- the type of jewel and its provenance: second-hand or new, setting or transformation done in-house with second-hand or newly purchased materials
- the type of precious metal used and the number of carats
- the type of gemstone: natural, treated, laboratory grown, untreated and the type of treatment
- the diamond: the 4 C's and the type of treatment to enhance clarity
- the timepiece: make, model and unique serial number
- the details of the company: name, natural person/legal entity, business address and company registration number.

This descriptive certificate unambiguously states whether natural, laboratory grown or treated diamonds were used, in addition to the correct registration in the second-hand goods register if the purchased jewel or processed material was pre-owned. The document is dated and signed by the business owner or their legal representative. The signatory may not use abbreviations and must write out everything unambiguously and in full.

For antique jewellery that is at least 70 years old, a jewellery passport shall be considered as equivalent to the above description.

ATTENTION: FILING A COMPLAINT

Customers who are the victim of misleading practices, fraud or swindle can file this to Antwerp's local police at goudi@politie.antwerpen.be. In addition, the Federal Public Service Economy also analyses complaints, which you can file in four languages (Dutch, French, German and English) online at meldpunt.belgie.be.