

# HOLIDAY GIFT IDEAS

## Trust The Experts When Buying Diamonds

(NAPSA)—Delighting someone you care about with the gift of a diamond this holiday season doesn't have to be intimidating.

To help, Architectural Digest and the Gemological Institute of America have produced a how-to-purchase guide with essential tips for making a luxury investment. James Zemaitis, director of Sotheby's 20th Century Design Department; interior designer Alexa Hampton; and architects Gisue and Mojgan Hariri provide insights on purchasing with confidence.

For example, Zemaitis explains: "Ultimately, for postwar and contemporary design, it boils down to one word that I probably use 50 times a day: provenance." Adds Hampton: "Working with people who are tried and true is a surefire way to ensure quality," while the Hariri sisters say: "Let's talk trust. Our clients see and feel passion, integrity and commitment in every project we do."

### How To Buy With Confidence

With those ideas in mind, when your gift of choice is diamond jewelry, there are five steps you should consider taking:

**1. Choose a qualified diamond jeweler** as you would any professional. He or she should be a Gemological Institute of America (GIA)-trained Graduate Gemologist (G.G.) or Accredited Jewelry Professional (A.J.P.), and affiliated with jewelry industry groups and professional associations such as the American Gem Society (AGS) and American Gem Trade Association (AGTA).

**2. Learn the 4C's of diamond quality:** Carat Weight, Clarity, Color and Cut. To learn

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See Architectural Digest in print or online for more insight from the experts of design.

the details and grading systems behind these important C's, visit [www.gia4cs.gia.edu](http://www.gia4cs.gia.edu).

**3. Your diamond should have a grading report** evaluating its quality and authenticity. GIA is known for the kind of unbiased scientific information that has guided diamond buyers for generations. Reputable jewelers will never hesitate to provide a GIA report.

**4. Keep your purchase secure.** Have the piece appraised and insured. GIA can laser inscribe the diamond's unique Diamond Grading Report number to provide verification if the diamond is ever lost or stolen. Personalized messages can also be inscribed.

**5. Learn more.** You can get expert advice on diamonds by visiting [www.gia4cs.gia.edu](http://www.gia4cs.gia.edu) and insights from experts in Architectural Digest in print or online at [www.architecturaldigest.com](http://www.architecturaldigest.com).