

HOLIDAY GIFT GUIDE

Put Some Extra Sparkle In The Season

(NAPSA)—For many, there are few better ways to express the love felt throughout the year than with a gift of diamond jewelry. When you give a diamond, they say, you give a piece of forever. To help, consider these key pieces to the diamond buying puzzle:

Know Your 4Cs

The 4Cs are the Cut, Color, Clarity and Carat weight of a diamond. The combination of these four factors determines the beauty, as well as the price, of a diamond.

- **Cut** refers to how well the diamond cutter did his or her job. A diamond that is cut well will sparkle with an amazing fire and brilliance.

- **Color** actually means lack of color. In white diamonds, the ultimate and most rare is actually a colorless stone.

- **Clarity** refers to the tiny inclusions or birthmarks that appeared within the diamond when it was formed millions of years ago.

- **Carat weight** is the best known of the 4Cs and is the weight of the diamond.

Consider Style

Today, jewelry has become a way to express personal style. So before you start to shop, stop to think about whom you are buying the diamond for. Is her style understated and refined? A diamond classic such as a solitaire necklace would be a great fit. Is she feminine and girly? Think about pieces with soft touches such as delicate dangling earrings.



Classic diamond stud earrings are a bright idea for gift-givers.

You can also look to the red carpet and runway for inspiration. The trend is toward big diamond cuff bracelets, as well as traditional line or tennis bracelets stacked on the arm. Other major fashion ideas include layered necklaces and bold right-hand rings. Gifts that will appeal to her sentimental side include Journey diamond jewelry, which represents how your love has grown over time. The always popular Three Stone diamond necklace or ring symbolizes your past, present and future together.

Find A Great Source

No matter what kind of diamond jewelry you decide to get, buy it from a reputable jeweler who can walk you through the selection process. A knowledgeable jeweler will show you a range of pieces and help educate you on all aspects of diamond buying. If you do not already have a jeweler you are comfortable with, you can visit www.adiamondisforever.com for information on finding a jeweler as well as on diamond buying in general.