

Finding A Site You Can Trust When Buying Diamonds Online

(NAPS)—The Internet now makes it possible to buy almost anything you want online—fast and easy. Diamonds and other luxury items are no exception. The online marketplace for luxury items and diamonds is expected to reach \$2.2 billion in sales by 2005. With an array of Web sites now catering to this online demand for luxury, the most important decision when purchasing an item as significant as diamonds is finding a site you can trust.

How To Select A Site You Can Trust:

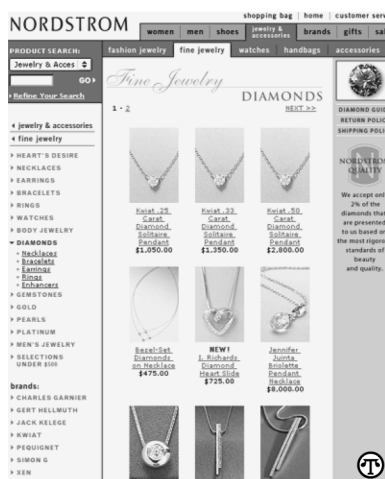
- **Secure purchasing transactions.** The site should provide customers with a secure purchasing transaction by confirming and verifying the purchase. Once a purchase of a certain amount is made, customers should expect a call from a personal shopper who will verify things such as to whom the items will be shipped, as well as confirm all credit or personal information for the customer's protection.

- **Around-the-clock service whether it is by phone or e-mail.** Because buying a diamond can be an emotional and meaningful purchase, it is also important to find a site that walks you through the diamond-buying process by offering assistance by phone and e-mail at any time during the purchase. Nordstrom.com, for example, offers the assistance of Customer Service Personal Shoppers 24 hours a day, 7 days a week.

- **Educates and empowers.** After choosing a site that fits the first two criteria, it is important to also educate yourself about how to choose a quality diamond. Shop sites that not only offer you a large selection of diamond jewelry but also provide you with information that helps you choose a diamond of the utmost quality. The four C's remain the measurements by which the quality and value of diamonds are determined. The four C's include clarity, cut, color and carat. You can visit Nordstrom.com's Diamond Guide to learn more about the Four C's.

Clarity is determined by the number of inclusions—imperfections such as spots called crystals, feathers and knots that occurred naturally when the diamond was formed millions of years ago.

Cut refers to the faceting process, the resulting cuts made on the diamond, as well as the resulting shape of the gem. A master cutter will choose the cuts and the resulting shape that allows the diamond to reflect the most light, creating scintillation and sparkle. The sparkle is referred to in the



Nordstrom.com offers Dia- mond Guide.

jewelry industry as “brilliance” and “fire.”

Color refers to the degree of color (or lack of color) in a diamond. A diamond's lack of color makes it more rare, and therefore more valuable.

Carat weight is the measurement of the diamond's size. Bigger is not necessarily better. A loose measurement to remember is that for most popular diamond cuts, if a diamond is well cut, a carat equals approximately 6.5mm.

- **Easy returns and exchanges.** Shop sites that offer a no hassle return policy and allow customers to return or exchange items in the way that is most convenient to them. Nordstrom.com, for instance, offers customers the ability to return items to any store nationwide and also provides customers with a pre-addressed envelope and mailing label that arrives with the purchase. Simply place the label on the box and drop it off at a USPS mailbox. Your credit card will be debited the standard \$3.95 shipping charge and the merchandise will be credited to your account when you use a Nordstrom card or Nordstrom Visa card.

“We want our customers to know we will be there for them throughout the complete process when making a purchase as significant as diamonds,” said Lisa Battistoni, lead jewelry merchant. “Not only are our diamonds of the highest quality since we purchase them directly from the finest diamond merchants worldwide, but we also want our customers to know we consider the quality of their shopping experience to be just as important.”

Nordstrom.com's diamonds of weights greater than a carat come with certification by the Gemological Institute of America. For more information, visit www.nordstrom.com.