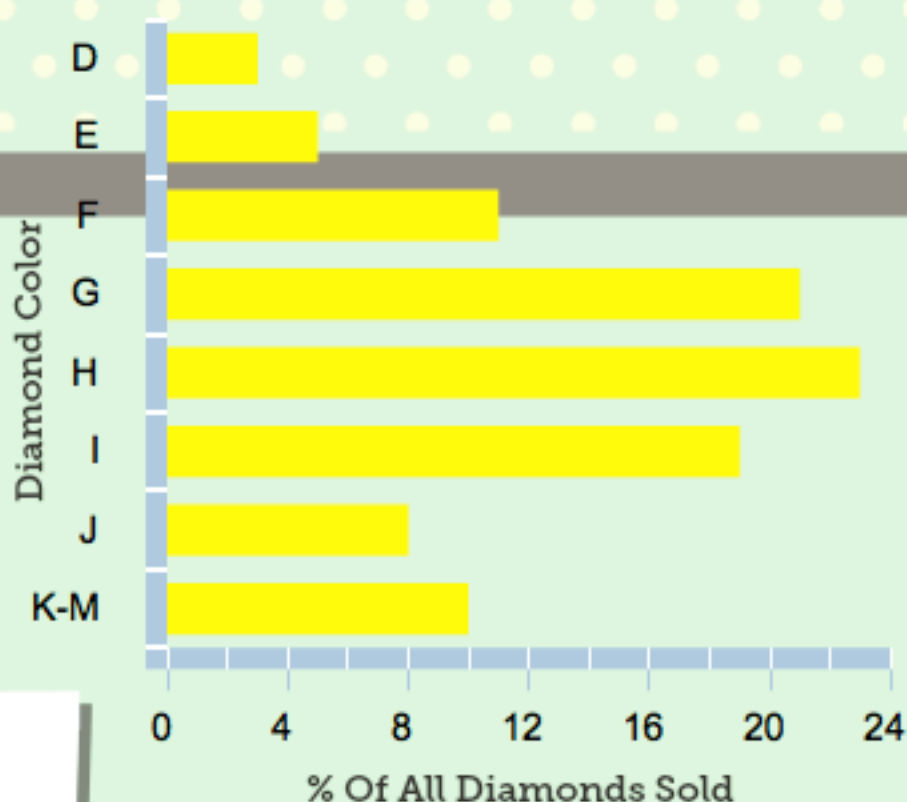


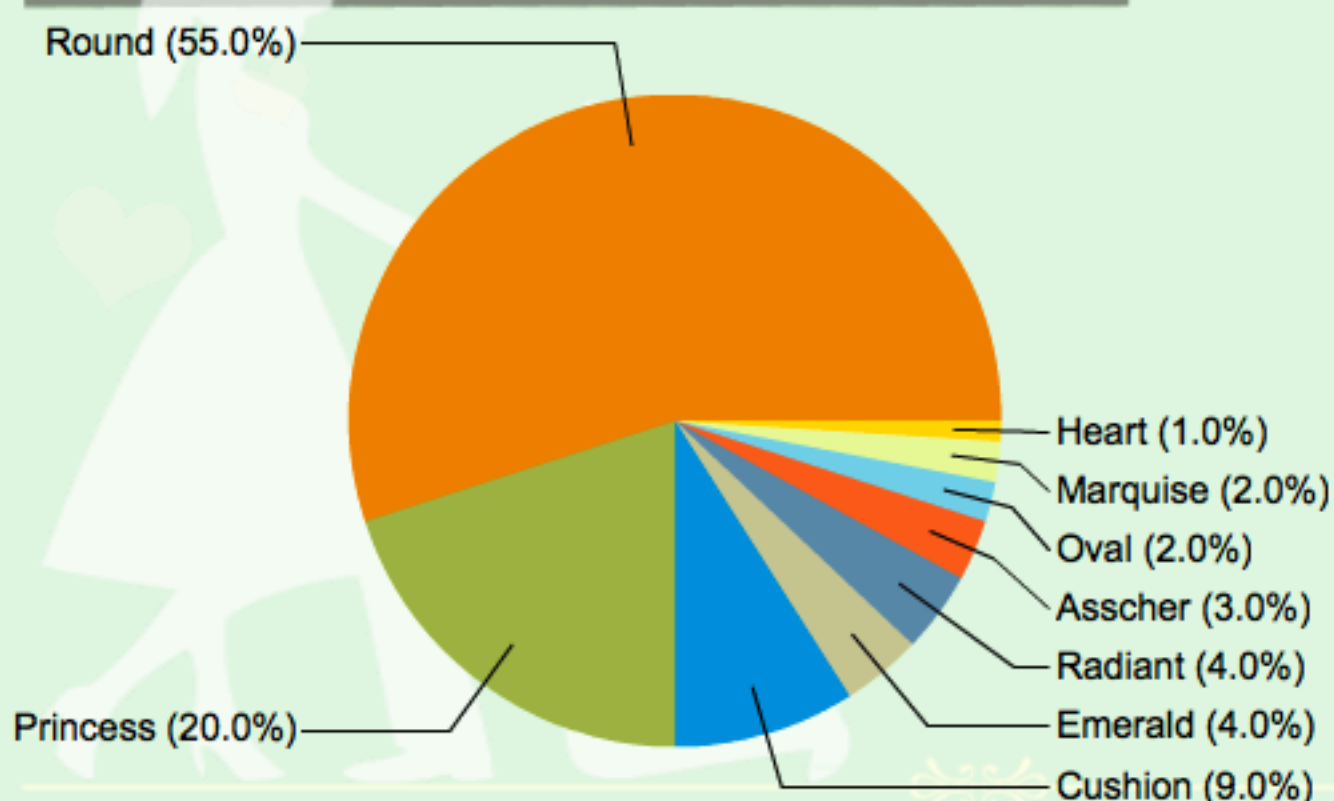
**Diamond Facts
from:**

LumeraDiamonds.com

Diamond Color

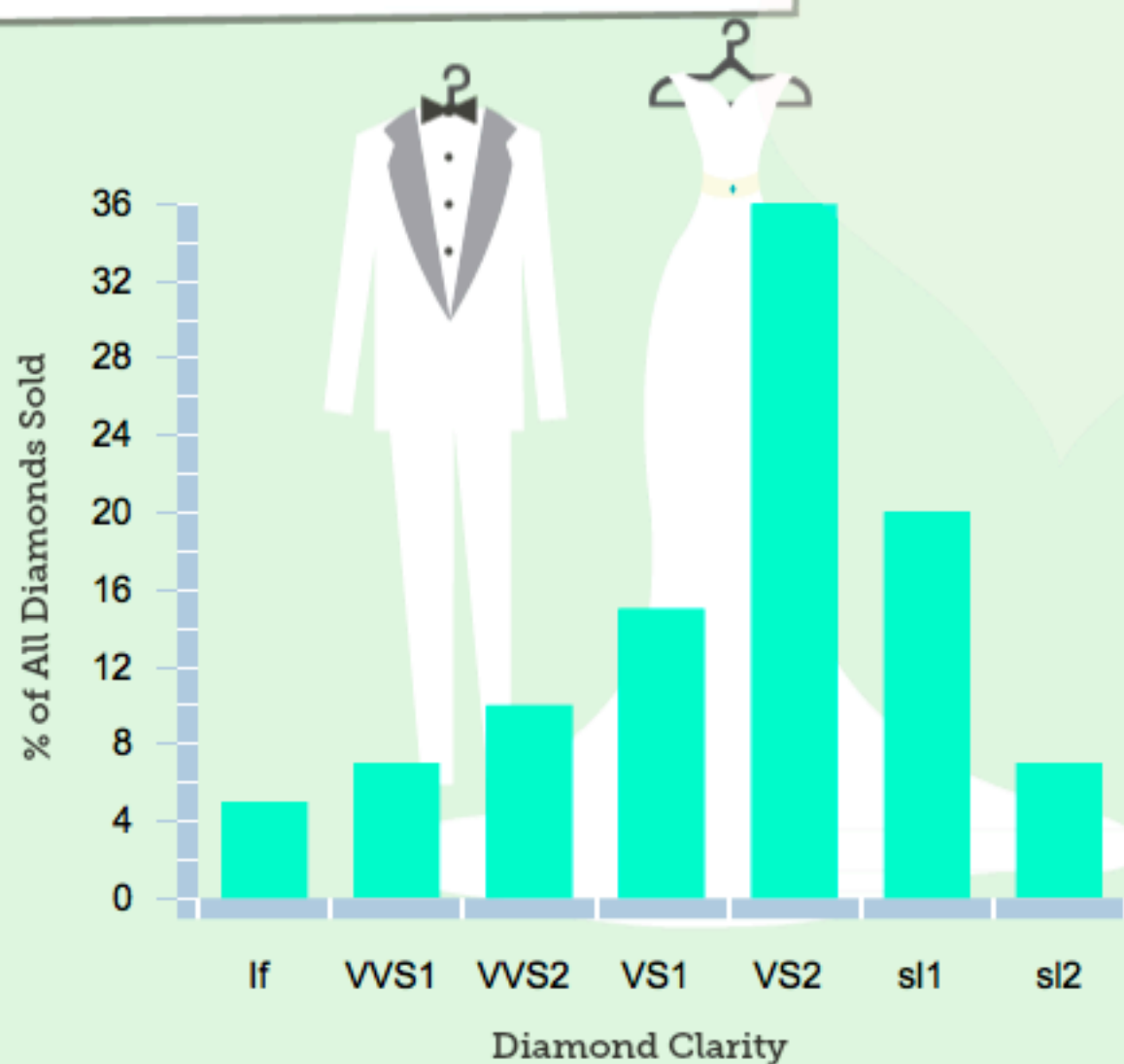


Most Popular Shapes



Nearly 40% of all engagement diamonds sold are colorless (D-F); even more in smaller sizes where the price premium for colorless is not as great. Near colorless (G-H) make up almost 45% of engagement diamond sales, since they still look white to the eye, but at a lower price per carat.

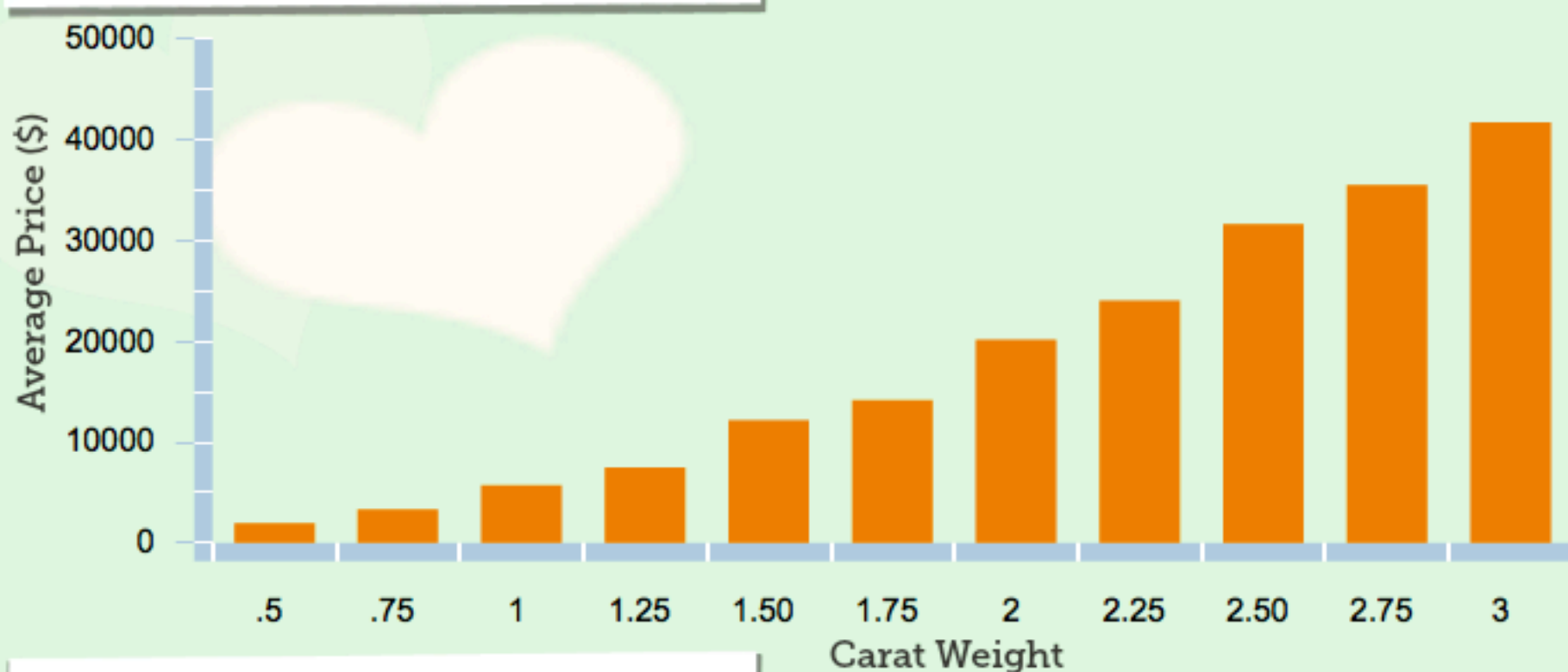
Clarity Preferences



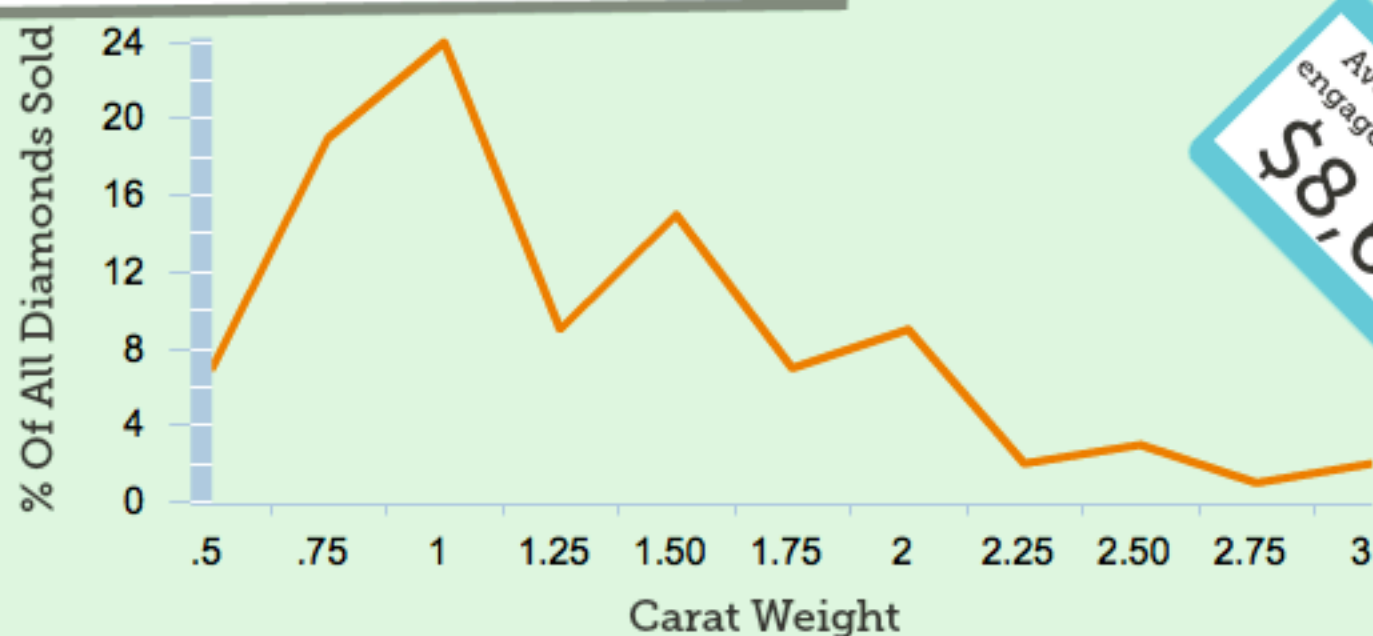
The most popular diamond clarity is VS2, perceived by many buyers as the lowest "safe" choice (meaning no flaws visible to the naked eye).

In reality, SI1 and SI2 fit this definition better, but are perceived as riskier, especially if the diamond is purchased online (where it cannot be examined by the buyer).

Diamond Prices



Most Popular Sizes



Learn more at
lumeradiamonds.com, the best
source of engagement diamonds



All data from LumeraDiamonds.com 2013 sales information