



WE LOVE DIAMONDS

LOOSE CUT INVESTMENT DIAMOND GUIDE

EXCLUSIVELY FROM
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LOOSE CUT DIAMOND INVESTMENT GUIDE



WHY BUY LOOSE CUT DIAMONDS AS AN INVESTMENT?

THERE ARE MANY PRAGMATIC AND SMART REASONS WHY PEOPLE BUY LOOSE CUT DIAMONDS AS AN INVESTMENT (ASSUMING THEY'RE THE RIGHT DIAMONDS AND FULLY GIA CERTIFIED LIKE ALL OUR INVESTMENT DIAMONDS ARE).

PERHAPS YOU WANT A SMALL, PORTABLE AND EASILY TRANSPORTABLE CURRENCY THAT'S A LOT SAFER AND EASIER TO HOLD/STORE/PROTECT THAN OTHER COMPARABLE COMMODITIES LIKE GOLD OR EVEN CASH? MAYBE YOU NEED AN INVESTMENT WHICH YOU CAN IMMEDIATELY LIQUIDATE THE VALUE FROM ANYWHERE IN THE WORLD AND DO SO MUCH MORE EASILY COMPARED TO AN INVESTMENT LIKE PROPERTY? MAYBE YOU'RE ALREADY DIVERSIFIED IN YOUR APPROACH OR ARE AT LEAST LOOKING TO DIVERSIFY YOUR INVESTMENT PORTFOLIO FROM MORE INTANGIBLE AND VOLATILE PRODUCTS LIKE STOCKS AND SHARES INTO PHYSICAL, APPRECIATING ASSETS WITH A VERY LOW-RISK INVESTMENT PROFILE? THESE ARE JUST SOME OF THE MANY REASONS WHY HIGH QUALITY LOOSE CUT DIAMONDS MAKE FOR SUCH A COMPELLING INVESTMENT PRODUCT.

WHY DO LOOSE DIAMONDS MAKE SUCH AN ASTUTE INVESTMENT?

DIAMONDS HAVE ALWAYS BEEN AN ASTUTE INVESTMENT CHOICE. HERE ARE JUST A FEW OF THE MANY BENEFITS OF BUYING LOOSE CUT STONES AS AN INVESTMENT PRODUCT:



DIAMONDS ARE VIRTUALLY INDESTRUCTIBLE AND PRACTICALLY MAINTENANCE FREE AND ESPECIALLY SO COMPARED TO ALTERNATIVE INVESTMENTS LIKE REAL ESTATE. DIAMONDS CAN LITERALLY BE HELD IN YOUR HAND. UNLIKE INTANGIBLE INVESTMENTS LIKE STOCKS AND SHARES (AND EVEN CRYPTO-CURRENCY), THEY ARE TANGIBLE, PHYSICAL ASSETS THAT REALLY ARE FOREVER.



WHILE DIAMONDS WILL GENERALLY NOT OFFER THE SAME KIND OF RAPID AND IMMEDIATE RETURNS AS A POTENTIAL HIGH GAIN STOCK INVESTMENT, THAT'S REALLY NOT THE POINT. LOOSE CUT DIAMONDS HAVE NONE OF THE SAME KIND OF RISK POTENTIAL. SLOW AND STEADY OFTEN WINS THE RACE, ESPECIALLY IN A DIVERSIFIED PORTFOLIO. THEIR LACK OF VOLATILITY AND RISK MAKE DIAMONDS A VERY ATTRACTIVE SAVE HAVEN PROPOSITION TO THE SAVVY INVESTOR.



DIAMONDS HAVE CONSISTENTLY INCREASED IN VALUE BY 3% TO 5% EVERY YEAR FOR THE LAST TEN YEARS DESPITE ALL THE ISSUES IN THE GLOBAL ECONOMY. BACK IN 1960, THE AVERAGE PRICE OF A 1.0 CARAT DIAMOND WAS ABOUT US \$2,700. BY 2015 THAT FIGURE HAD INCREASED MORE THAN TENFOLD TO AN AVERAGE PRICE PER CARAT OF AROUND US \$29,650. DIAMOND PRICES PER CARAT CONTINUE TO SHOW A CONSISTENTLY INCREASING TREND AND THIS IS HIGHLY UNLIKELY TO CHANGE GIVEN HOW GLOBAL DIAMOND RESERVES CONTINUE TO BE DEPLETED PARALLEL TO EVER-INCREASING GLOBAL DEMAND FOR THEM. THIS CONTINUES TO CREATE A MAJOR GAP/SHORTFALL IN DIAMOND SUPPLY VERSUS DIAMOND DEMAND. CONSEQUENTLY, IT IS HIGHLY PROBABLE THAT THE PRICE PER CARAT WILL CONTINUE TO FURTHER SPIRAL UPWARDS FOR NATURAL DIAMONDS.



ALONGSIDE THE FACT DIAMONDS HAVE VERY HIGH INTRINSIC VALUES AND ARE ALWAYS IN DEMAND; LOOSE CUT STONES ARE OF COURSE SMALL, VERY PORTABLE AND INCREDIBLY EASY TO STORE AND MOVE. LIKE MOST GEMS AND PRECIOUS METALS THEN THE PAST, CURRENT AND PREDICTED PERFORMANCE DEMONSTRATES HOW THEY SHOULD ALWAYS INCREASE IN VALUE OVER TIME. DIAMONDS ARE TYPICALLY PROTECTED FROM DROPS IN INFLATION AND/OR FROM CURRENCY VALUE DECREASES.



DIAMONDS ARE SOMETHING YOU CAN WEAR AND THERE AREN'T VERY MANY INVESTMENTS YOU CAN PHYSICALLY AND VERY DISCREETLY TAKE WITH YOU ANYWHERE IN THE WORLD ON YOUR OWN PERSON. HOW MUCH SPACE WOULD £100,000 CASH TAKE UP IN YOUR SAFE AT HOME OR EVEN PACKED INSIDE A SUITCASE ON A FOREIGN TRIP (IF YOU COULD EVEN CARRY THAT MUCH CASH)? COMPARE THAT TO THE MINIMAL SPACE REQUIRED BY THE SAME EQUIVALENT VALUE OF LOOSE CUT DIAMONDS!



DIAMONDS MAKE INCREDIBLE PRESENTS AND CAN EASILY BE GIFTED TO LOVE ONES WITHOUT EVEN THE HASSLE OF LAWYERS. THEY CAN ALSO BE CRAFTED INTO YOUR OWN PIECE(S) OF BESPOKE JEWELLERY ANY TIME YOU WISH AND THIS MAKES THEM AN INCREDIBLY VERSATILE INVESTMENT.



WHEN IT COMES TO RESALE, YOUR MARKET ISN'T LIMITED TO THE TRADE. MANY PRIVATE INDIVIDUALS BUY THEIR OWN INDIVIDUAL STONES TO LATER HAVE AN ITEM OF JEWELLERY MADE FOR THEM BESPOKE OR TO RETAIN AS AN INVESTMENT THEMSELVES. IF YOU BUY HIGH-QUALITY DIAMONDS FROM US WITH MASS-MARKET APPEAL THEN THEY WILL BE DESIRABLE TO TRADE BUYERS AND PRIVATE INDIVIDUALS ALIKE.





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ARE THERE ANY PITFALLS IN BUYING LOOSE CUT STONES?

THE MAIN PITFALL IS NOT USING THE RIGHT PROVIDER. WE'LL HELP YOU NAVIGATE THE BEST ROUTE TO VALUE AND ENABLE YOU TO UNDERSTAND ALL THE INNOVATIVE OPTIONS WE EXCLUSIVELY MAKE AVAILABLE WHETHER YOU'RE LOOKING TO INVEST A LITTLE OR A LOT. WE INSULATE YOUR INVESTMENT DIAMOND PURCHASE AT EVERY STAGE BECAUSE, BY DESIGN, WE LOVE DIAMONDS HAVE ELIMINATED VIRTUALLY ALL OF THE POTENTIAL PITFALLS OF BUYING INVESTMENT DIAMONDS. THIS IS ACTUALLY A CORNERSTONE OF OUR PROPOSITION AND OUR SUCCESS IN THIS AREA. PARALLEL, WE'VE BUILT-IN ALL THE "MUST-HAVE" COMPONENTS NEEDED TO MAKE A SAFE, INTELLIGENT PURCHASE FOR YOU. THE MAIN PITFALLS INCLUDE:



TRADITIONAL HIGH STREET JEWELLERS (AND MANY ONLINE JEWELLERS TOO) JUST DON'T SELL THEIR LOOSE DIAMONDS ANYWHERE CLOSE TO THEIR WHOLESALE PRICES (ON ACCOUNT OF GREED / EXCESSIVE MARK-UP, COMPLACENCY AND THEIR NATURALLY HIGH OVERHEADS WHICH ALL COMBINE NEGATIVELY TO NATURALLY PRECLUDE THEM FROM DOING SO). A HIGH STREET JEWELLER SIMPLY CANNOT AND WILL NOT EVER BE ABLE TO SELL THEIR DIAMONDS AT ANYTHING LIKE TRADE VALUE AND MOST OF THE ONLINE DIAMOND JEWELLERY RETAILERS ARE ONLY COMMISSION BASED AND WHITE LABEL RESELLERS OF DIAMOND PRODUCTS FROM OTHER MAJOR DISTRIBUTORS SO THERE'S ALWAYS SEVERAL MIDDLEMEN. VERY FEW PROVIDERS OFFER CUT STONES DIRECTLY AND FEWER STILL DO SO IN THE MEASURED, STRUCTURED AND WELL DEVISED WAY WE DO.



WITH NO BRICKS AND CLICKS PRESENCE, MANY ONLINE PROVIDERS DON'T ACTUALLY HAVE MUCH DIAMOND EXPERTISE AND FEW ARE ABLE TO PACKAGE AND RETAIL LOOSE CUT DIAMONDS AT THE HIGHLY COMPETITIVE AND TRADE RATES OF WE LOVE DIAMONDS. WE CUT OUT ALL THE HIGH STREET MIDDLEMEN AND ARE A LEAN AND AGILE ONLINE BUSINESS WITH MINIMAL OVERHEADS. THIS IS DOVETAILED WITH OUR ENORMOUS ECONOMIES OF SCALE.



MOST HIGH STREET AND ONLINE PROVIDERS POSITION THEIR DIAMOND JEWELLERY ITEMS AS THE ACTUAL DIRECT INVESTMENT INSTEAD OF THE LOOSE CUT DIAMONDS. THIS IS INDEED CORRECT TO A LARGE EXTENT WITH LUXURY QUALITY DIAMOND JEWELLERY (ESPECIALLY IF YOU CAN ACCESS IT AT OUR WHOLESALE PRICES) BUT YOU DO HAVE TO REMEMBER THAT THE PRICE YOU ARE PAYING FOR THAT DIAMOND JEWELLERY INCLUDES THE PRICE OF THE SETTING (E.G. 18 CARAT GOLD). YOU THUS NEED TO BE AWARE IN THIS SCENARIO THAT WHEN YOU GO TO SELL THAT JEWELLERY THEN THE SETTING IS ONLY WORTH WHAT THE PREVAILING SCRAP METAL PRICE IS. IF YOU'RE LOOKING FOR AN OUTRIGHT INVESTMENT PURCHASE THEN INVESTING IN LOOSE CUT DIAMONDS IS AN EVEN MORE ADVANTAGEOUS AND DEFINED APPROACH TO REALISING BEST VALUE.



ULTIMATELY, IF YOU BUY A LOOSE DIAMOND FROM A HIGH STREET JEWELLER IT IS ALMOST GUARANTEED YOU WILL LOSE MONEY - ESPECIALLY AS THEY WILL HAVE TO ADD TAX (WHICH IS SOMETHING WE ABSORB FOR YOU IN OUR ALREADY BELOW MARKET PRICES) AND A HUGE MARK-UP.

WHAT'S IMPORTANT IN LOOSE CUT DIAMOND INVESTING?



GIA CERTIFICATION. THIS GUARANTEES THE DIAMONDS ABSOLUTE AUTHENTICITY AND IS CRUCIAL IN YOU BEING ABLE TO MAXIMISE ITS FUTURE RESALE VALUE AND ADEQUATELY INSURE YOUR ITEM(S). ALL OUR LOOSE INVESTMENT STONES ARE GIA CERTIFIED WITH THE ORIGINAL REPORT/CERTIFICATE PROVIDED AS PART OF YOUR PURCHASE.



WE RECOMMEND IN MOST CASES (THERE ARE EXCEPTIONS TO THIS RULE WITH A LARGER INVESTMENT BUDGET) THAT YOU SHOULD ONLY PURCHASE LOOSE CUT DIAMONDS THAT WEIGH BETWEEN 0.50 CARATS AND 2.0 CARATS EACH FOR THREE GOOD REASONS:

- (1) DIAMONDS HAVE AN ENVIABLE TRACK RECORD OF MAINTAINING THEIR VALUE WITHIN THIS SPREAD OF CARAT WEIGHTS.
- (2) EVEN ON A RELATIVELY SMALL BUDGET, THIS CRITERIA ALLOWS YOU TO BUY MORE DIAMONDS. YOU CAN THEN SELL ON PARTS OF YOUR INVESTMENT INSTEAD OF HAVING TO SELL ALL OF IT. BUY ONE HUGE DIAMOND AND YOU CAN'T JUST SELL HALF OF IT!
- (3) A VERY HIGH-SPEC EXPENSIVE DIAMOND IS BY NATURE NICHE AND WILL ONLY APPEAL TO A SELECT GROUP OF BUYERS. THIS MAKES IT HARDER TO SELL, AT LEAST QUICKLY, UNLESS IT HAS UNIQUE APPEAL. THERE ARE SCENARIOS WHERE A HIGH-SPEC AND REALLY SPECIAL SINGLE DIAMOND (SOMETHING HIGHLY COVETED LIKE A LARGE FANCY CUT PINK DIAMOND) IS INDEED WORTH BUYING AS AN INVESTMENT AS THE SUBSEQUENT PROFIT ON THE RESALE COULD BE VERY HIGH INDEED AND IT WON'T BE DIFFICULT TO SELL, EVEN WITHIN A SMALLER AUDIENCE.



THE INDIVIDUAL MERITS OF A DIAMOND ARE VERY IMPORTANT. GOLD IS VALUED ON WEIGHT AND PURITY. DIAMONDS ON THE OTHER HAND ARE MORE SUBJECTIVE SINCE THEY DON'T HAVE A UNIVERSAL PRICE PER CARAT (AS NO TWO NATURAL STONES ARE EVER THE SAME). THIS MEANS EVERY DIAMOND HAS TO BE JUDGED ON ITS INDIVIDUAL MERITS WHICH ARE, PRIMARILY, CUT, COLOUR, CLARITY AND CARAT WEIGHT. SOME DIAMONDS ARE EASIER TO VALUE AND RE-SELL THAN OTHERS AND THE RIGHT DIAMONDS ARE A LOT EASIER TO VALUE AND GET FUTURE VALUE FROM THAN OTHERS. ROUND BRILLIANT CUT DIAMONDS ARE THE MOST POPULAR DIAMOND SHAPE AND REPRESENT ABOUT 75% OF ALL DIAMONDS SOLD WORLDWIDE SO THEIR RESALE MARKET IS MUCH LARGER THAN OTHER SHAPES. CONSEQUENTLY, OUTSIDE OF THE SPECIFIC AND VERY HIGH-VALUE LOOSE CUT DIAMONDS WE MAY ACQUIRE FOR SPECIFIC CLIENTS BASED ON THEIR LIKELY ABOVE AVERAGE FUTURE VALUES, WE USUALLY ONLY SELL ROUND BRILLIANT CUT DIAMONDS IN OUR INVESTMENT PACKAGES (ALTHOUGH OCCASIONALLY, WE DO RECOMMEND OTHER POPULAR SHAPES LIKE PRINCESS CUT DIAMONDS IF THEY'RE PARTICULARLY OUTSTANDING VALUE ACROSS ALL THE KEY BENCHMARKS INCLUDING CARAT, CUT, COLOUR AND CLARITY).



WITH INVESTMENT DIAMONDS YOU SHOULD ONLY EVER BUY THE BEST QUALITY I.E. THE OPTIMAL CARAT SIZE COMBINED WITH AN EXCELLENT CUT GRADE, GOOD COLOUR AND CLARITY. YOU DON'T NEED TO BUY THE BIGGEST AND BEST QUALITY DIAMOND, JUST DIAMONDS THAT ARE STRONG ACROSS ALL THE KEY INDICATORS TO GIVE IT MASS-MARKET APPEAL. ALL OUR PREMIUM INVESTMENT DIAMONDS ARE USUALLY ROUND BRILLIANT CUT, WEIGHTED BETWEEN 0.50 CARATS AND 2.0 CARATS, D TO M IN COLOUR AND F TO VS2 IN CLARITY. WE HAND-PICK EVERY DIAMOND AND TAKE MANY OTHER FACTORS INTO ACCOUNT INCLUDING SYMMETRY, GIRDLE, CULET, DEPTH, TABLE AND FLUORESCENCE.



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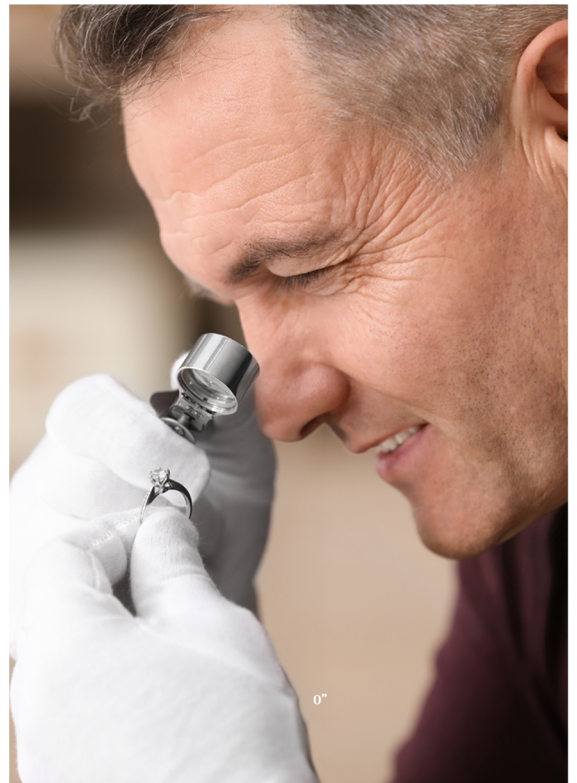
SHOULD I BUY A LAB DIAMOND AS AN INVESTMENT?

ABSOLUTELY NOT - THEY ARE A SCAM! DO NOT GET CONNED INTO BUYING A LAB DIAMOND (FAKE DIAMOND) FOR ANY REASON BECAUSE THEY LITERALLY HAVE ZERO FUTURE RESALE VALUE. ZERO. NIL.



REAL, NATURAL AND AUTHENTIC DIAMONDS ARE INCREDIBLY RARE, TIMELESS AND INDIVIDUALLY UNIQUE. NATURAL DIAMONDS ARE UP TO 3.5 BILLION YEARS OLD, ARE FORMED UP TO 500 MILES DEEP IN THE EARTH'S MANTLE AND ARE ONE-OF-A-KIND, ETERNAL ITEMS WITH IMMEASURABLE BEAUTY. THEY HAVE A COMPLETELY TANGIBLE AND APPRECIABLE VALUE AND ARE A PORTABLE AND RELIABLE CURRENCY. LAB-CREATED DIAMONDS ON THE OTHER HAND (SYNTHETIC DIAMONDS/FAKE DIAMONDS) ARE MERELY LAB-GROWN AND ARE MASS-PRODUCED IN NO MORE THAN A FEW WEEKS. THEY LITERALLY HAVE ZERO RESALE VALUE. BUYING A LAB DIAMOND IS LIKE BUYING A CHEAP IMITATION LOUIS VUITTON HANDBAG AS AN INVESTMENT. IT ISN'T. YOU KNOW IT'S FAKE, OTHERS KNOW IT'S FAKE AND THE FACT IS THAT NO HOW GOOD AN IMITATION IT IS OR HOW MUCH YOU PAID FOR IT - YOU CANNOT SELL IT ON AS A GENUINE LOUIS VUITTON HANDBAG BECAUSE IT'S INTRINSICALLY WORTHLESS. IT'S A FUGAZI.

THE COSTS TO BUY LAB DIAMONDS ARE PLUMMETING BECAUSE THEY'RE BEING ABSOLUTELY CHURNED OUT AND THE COST TO MANUFACTURE THEM DRAMATICALLY DECREASES EVERY DAY. THIS MEANS BY THE TIME YOU ATTEMPT TO RESELL THEM, BRAND NEW ONES CAN BE MANUFACTURED FOR LESS THAN THE PRICE YOU BOUGHT YOUR ORIGINAL LAB DIAMOND FOR IN THE FIRST PLACE WHICH IS A CRITICAL REASON WHY THEY HAVE NO GENUINE RESALE VALUE. YOU WOULDN'T BUY A NEW BUILD HOUSE AS AN INVESTMENT IF YOU KNEW THE SAME HOUSE COULD BE BUILT A FEW YEARS LATER FOR A FRACTION OF THE PRICE AND ULTIMATELY LESS THAN WHAT YOU ORIGINALLY PAID WOULD YOU? IT'S A HOUSE OF CARDS. THERE IS QUITE LITERALLY NOTHING RARE, ROMANTIC OR EVEN REMOTELY DISTINCTIVE ABOUT AN ARTIFICIALLY AND MASS-PRODUCED LAB-GROWN DIAMOND AND SINCE THERE IS NO LIMIT TO HOW MANY OF THEM CAN BE MADE AND SOLD (COMPARED TO THE FINITE AND EVER-DWINDLING RESERVES OF REAL, AUTHENTIC DIAMONDS) THEN THEIR PRICE WILL ONLY EVER CONTINUE TO PLUMMET DUE TO OVER-COMMERCIALISATION. LAB DIAMONDS DO NOT EVEN REFRACT AND REFLECT LIGHT THE SAME WAY AS A NATURAL DIAMOND DOES AND THEIR (ARTIFICIAL) GEMMOLOGICAL CHARACTERISTICS ARE OFTEN MANIPULATED WITH TECHNIQUES LIKE LASER DRILLING (TO REMOVE INCLUSIONS), THE APPLICATION OF SEALANTS (TO FILL CRACKS) AND THE USE OF OTHER TREATMENTS TO IMPROVE THEIR OTHERWISE YELLOWY COLOUR GRADE. THEIR VERY CREATION REQUIRES THE USE OF ENORMOUS AMOUNTS OF ENERGY, CHEMICALS AND HARMFUL WASTE SO THEY'RE CERTAINLY NOT ECO-FRIENDLY IN ANY WAY, SHAPE OR FORM.



THE BOTTOM LINE IS THIS - NATURAL DIAMONDS AND DIAMOND JEWELLERY HAVE PERPETUAL VALUE AND BEAUTY. LAB GROWN, FAKE DIAMONDS HAVE NO FUTURE VALUE AT ALL. YOU MAY AS WELL GO BUY AN IMITATION DIAMOND MADE FROM MATERIALS LIKE CUBIC ZIRCONIA AND SILICON CARBIDE FOR LESS THAN THE PRICE OF A CUP OF COFFEE INSTEAD BECAUSE A FAKE IS A FAKE.

UNLESS YOU WANT THE EMPERORS NEW CLOTHES THEN SAY NO TO ARTIFICIAL LAB DIAMONDS.



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WHAT IS INCLUDED IN MY INVESTMENT DIAMOND PURCHASE?

FIRSTLY, WE OFFER A DISCREET AND COMPLETELY CONFIDENTIAL SERVICE SO YOUR PERSONAL PRIVACY IS ALWAYS ABSOLUTELY ASSURED.

YOU WILL ALWAYS GET LOOSE CUT DIAMONDS THAT COMPLETELY MATCH YOUR BUDGET AND THE PRECISELY BRIEF AGREED WITH YOU, ESPECIALLY IF YOU HAVE SPECIFIC REQUESTS AS TO THE PRECISE COMPLEXION OF YOUR DIAMOND PORTFOLIO.

ALL DIAMONDS ARE SECURELY DELIVERED TO YOU IN A FULLY INSURED AND EXPEDITED FASHION AND ARE SUPPLIED IN A LUXURY VELVET POUCH, ALL WITHIN TAMPER PROOF PACKAGING.

WITHIN YOUR PACKAGING YOU WILL GET THE OFFICIAL GIA CERTIFICATION FOR YOUR DIAMOND(S) AND INDIVIDUAL VALUATION CERTIFICATE(S) FROM US.

YOU WILL ALSO RECEIVE AN EXCLUSIVE 15% OFF VOUCHER WHICH CAN BE USED AGAINST ANY FUTURE PURCHASE OF DIAMOND JEWELLERY FROM WE LOVE DIAMONDS (INCLUDING BESPOKE MADE ITEMS SHOULD YOU DECIDE TO TURN ANY OF YOUR INVESTMENT STONES INTO A PIECE OF JEWELLERY).



HOW DO I BUY & PAY FOR MY INVESTMENT DIAMONDS FROM WE LOVE DIAMONDS?

THERE ARE TWO SIDES TO THIS DEPENDING ON YOUR NEEDS AND BUDGET. FIRST IS THE PACKAGE YOU SELECT AND SECOND IS YOUR PAYMENT FOR WHICH THERE ARE MULTIPLE OPTIONS AND SPECIFIC TERMS FOR EACH. IN TERMS OF THE PACKAGES AVAILABLE, THESE ARE ALL LISTED ON OUR WEBSHOP. PACKAGES ARE PRICED AS FOLLOWS WITH NOTHING MORE TO PAY (NO TAXES, NO DELIVERY CHARGES ETC):

- | | | | |
|-----------|-----------|-----------|-----------|
| • £2,500 | • £1,000 | • £1,500 | • £2,000 |
| • £10,000 | • £3,750 | • £5,000 | • £7,500 |
| | • £15,000 | • £20,000 | • £25,000 |

TO AVOID LISTING ALL THE POSSIBLE INVESTMENT PERMUTATIONS, WE HAVE DESIGNED OUR SYSTEM SO THAT YOU CAN REACH YOUR DESIRED INVESTMENT BUDGET BY PURCHASING AND CHECKING OUT EITHER WITH MULTIPLE PURCHASES OF THE SAME PACKAGE OR WITH COMBINATIONS OF PACKAGES. THIS MEANS THAT IF YOU WISH TO SPEND £10K THEN YOU CAN, FOR EXAMPLE, BUY 10 X £1,000 DIAMOND PACKAGES OR JUST COMBINE A £2,500 AND £7,500 PACKAGE TOGETHER. THE CHECKOUT VALUE WILL BE EXACTLY THE SAME AS WILL THE RESULT IN TERMS OF WHAT WE ULTIMATELY PROVIDE YOU (THE COMPLEXION OF DIAMONDS YOU WILL RECEIVE WILL ALWAYS PRECISELY EQUATE TO YOUR BRIEF AND BUDGET).

IF YOU NEED A DIFFERENT PACKAGE TO THOSE LISTED ON OUR WEBSHOP THEN PLEASE JUST CONTACT US TO FACILITATE THIS - ESPECIALLY IF YOU ARE LOOKING TO PLACE VERY HIGH-VALUE INVESTMENTS (AS IN THOSE CASES WE WILL LIKELY CREATE A BESPOKE PACKAGE WITH YOU AND STRUCTURE IT IN LINE WITH ALL OF YOUR EXACTING REQUIREMENTS).

WHEN IT COMES TO PAYMENT THEN WHATEVER THE TOTAL CHECKOUT VALUE IS YOU CAN PAY BY CREDIT CARD, DEBIT CARD OR ANY OTHER METHODS LISTED SUCH AS PAYPAL. IF YOU WISH TO PAY BY CASH OR CHEQUE THIS IS COMPLETELY ACCEPTABLE BUT WE WILL NEED TO FACILITATE THIS WITH YOU EITHER BY PHONE AND/OR IN PERSON. FOR INDIVIDUAL UNIQUE CASH TRANSACTIONS ABOVE £7,500 WE MAY NEED TO COMPLETE EXTRA IDENTITY CHECKS WITH YOU BEFORE ACCEPTING YOUR ORDER SO AS TO COMPLY WITH ANTI-MONEY LAUNDERING REGULATIONS. IN ALL CASES, DIAMONDS ARE NEVER RELEASED TO YOU UNTIL WE HAVE CONFIRMATION OF THE CLEARED FUNDS IN OUR BANK



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DISCLAIMER



WE HAVE TAKEN INCREDIBLE TIME AND CARE TO COMPILE THIS CONTENT AND DO SO IN A FAIR, CONSIDERED AND UTHORITATIVE WAY. WE HAVE PERFORMED EXTENSIVE MARKET RESEARCH AND USED OUR DECADES OF TOP-ECHELON EXPERIENCE IN THE DIAMOND TRADE. WHERE RELEVANT, OUR CONTENT IS BASED ON SOURCES WE BELIEVE TO BE EMPIRICALLY ACCURATE AND FULLY COMPLETE BUT WE CANNOT ALWAYS GUARANTEE THE ACCURACY OR COMPLETENESS OF ANY OF THE INFORMATION WE PUBLISH.

WE LOVE DIAMONDS IS NOT A REGISTERED INVESTMENT ADVISER AND WE DO NOT PROVIDE INVESTMENT ADVICE OR INDEPENDENT RECOMMENDATIONS. ALTHOUGH WE FIRMLY BELIEVING ALL OUR CONTENT TO BE GENUINE, ACCURATE, FAIR AND INCISIVE; ALL OF THE CONTENT PROVIDED BY US IS FOR INFORMATIONAL PURPOSES ONLY AND YOU SHOULD NOT CONSTRUE ANY OF THE INFORMATION AND MATERIAL AS BEING ANY KIND OF INVESTMENT, LEGAL, TAX, FINANCIAL OR OTHER PROFESSIONAL ADVICE. WE ARE NOT REGULATED BY THE FINANCIAL CONDUCT AUTHORITY. WE ARE NOT SELLING ANY KIND OF SECURITIES OR OTHER FINANCIAL INSTRUMENTS IN THIS OR ANY OTHER JURISDICTION. YOU ALONE ASSUME THE SOLE RESPONSIBILITY OF EVALUATING THE MERITS AND RISKS ASSOCIATED WITH THE USE OF ANY INFORMATION PROVIDED OR OTHER CONTENT ON THE WEBSITE BEFORE MAKING ANY DECISIONS BASED ON THE INFORMATION OR CONTENT. WE WILL NOT BE HELD LIABLE FOR ANY POSSIBLE CLAIM FOR DAMAGES ARISING FROM ANY DECISION YOU MAKE BASED ON INFORMATION OR CONTENT THAT HAS BEEN MADE AVAILABLE TO YOU THROUGH THIS WEBSITE OR ACROSS OUR SOCIAL MEDIA OUTLETS. ANY OPINIONS WE PUBLISH MAY BE WRONG AND MAY CHANGE AT ANY TIME. YOU SHOULD ALWAYS CARRY OUT YOUR OWN INDEPENDENT VERIFICATION OF FACTS AND DATA BEFORE MAKING ANY INVESTMENT DECISIONS AND SEEK PROFESSIONAL ADVICE IF REQUIRED. ALL CONTENT ON THIS SITE IS INFORMATION OF A GENERAL NATURE AND DOES NOT ADDRESS THE CIRCUMSTANCES OF YOU AS A PARTICULAR INDIVIDUAL OR ENTITY WHICH MEANS THAT OUR CONTENT CANNOT AND DOES NOT TAKE YOUR OWN SPECIFIC NEEDS, INVESTMENT OBJECTIVES AND FINANCIAL SITUATION INTO CONSIDERATION SO IT IS POSSIBLE THAT INVESTING IN DIAMONDS MAY NOT ALWAYS BE SUITABLE FOR YOU BASED ON YOUR OWN UNIQUE FINANCIAL AND LIFE SITUATION.

DIAMONDS ARE A COMMODITY AND, LIKE ANY COMMODITY, THEIR VALUE CAN POTENTIALLY GO DOWN AS WELL AS UP. BASED ON PAST PERFORMANCE, DIAMONDS ALWAYS GO UP IN VALUE BUT PAST INVESTMENT PERFORMANCE IS NEVER A DEFINITIVE GUARANTEE OR PREDICTOR OF FUTURE PERFORMANCE AND THERE ARE ALWAYS RISKS ASSOCIATED WITH ANY INVESTMENT, NOT LEAST THE RISK OF LOSS. GIVEN THE NATURE OF INVESTING YOUR CAPITAL IN LOOSE CUT DIAMONDS COMPARED TO SOMETHING LIKE INVESTING IN STOCKS AND SHARES, YOU SHOULD NOT AUTOMATICALLY EXPECT TO MAKE ENORMOUS PROFITS IN THE SHORT TERM AS THAT IS JUST NOT THE POINT OF BUYING INVESTMENT DIAMONDS IN THE FIRST PLACE AS THEY INSTEAD OFFER MANY OTHER COMPELLING BENEFITS AND ADVANTAGES AS DESCRIBED. IF YOU WANT THE HIGHEST REWARDS FROM AN INVESTMENT THEN YOU WILL ALWAYS HAVE TO SHOULDER THE HIGHEST RISKS AND RISK IS NOT THE INVESTMENT PROFILE OF A DIAMOND INVESTMENT AS IT SHOULD BE A MORE SLOW, STEADY AND RISK-MITIGATED PROPOSITION. YOU CAN READ OUR FULL TERMS AND CONDITIONS OF BUSINESS ON OUR WEBSITE.

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