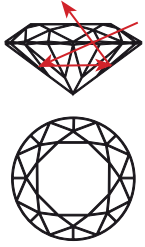


Dillard's is proud to bring you hand selected, perfectly matched, beautifully brilliant, high quality diamonds in our very own Diamond Collection.

Understanding Diamonds 4C's

Cut | Color | Clarity | Carat

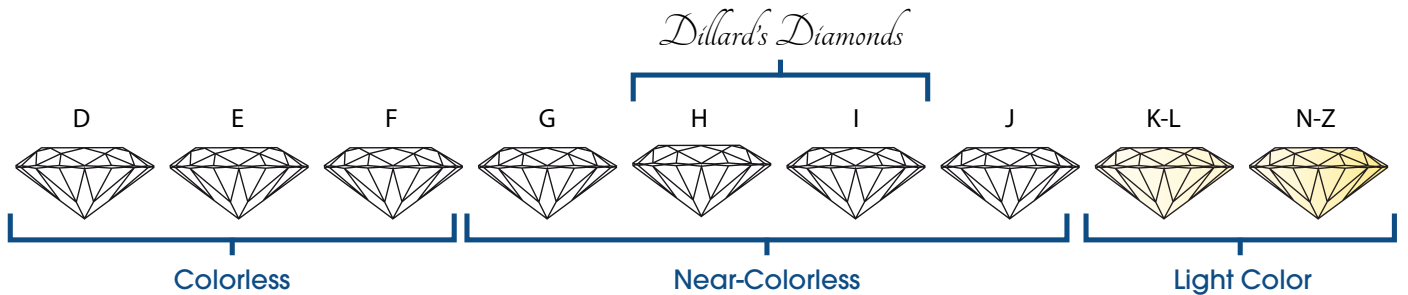
CUT



Each diamond (round, emerald, cushion, princess, etc.) gets its unique sparkle and brilliance through expert cutting and polishing. The facets that are created during the cutting process allow light to enter the top (or table) of the diamond; that light bounces through the facets, like a prism, and refracts back out the top causing the great scintillation or sparkle that we love. Dillard's diamonds are all very well cut, maximizing the brilliance of each hand selected diamond.

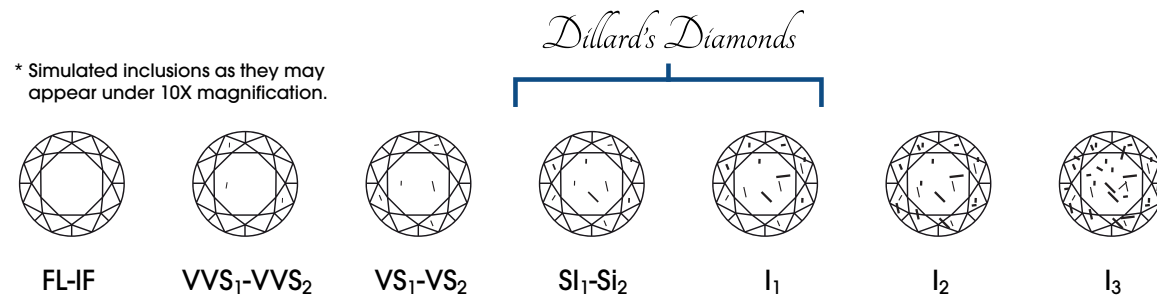
COLOR

This is the natural color within each diamond; and is best explained as more of a lack or absence of color. Diamond color is graded from D to Z (D being colorless or white (and very rare) and Z being light color or yellowish). Dillard's diamonds fall into the "near-colorless" range. These are among the most sought after in the marketplace. And when set in our 14-karat gold mountings, appear completely white or colorless.



CLARITY

Clarity of a diamond refers to its unique inclusions or blemishes that each diamond naturally has. These inclusions vary in size, location, type and color and determine a diamonds grade. The fewer the inclusions, the higher the clarity grade (a scale that goes from Flawless to Included). Dillard's has set a high standard for clarity. All of our diamonds are eye clean; meaning the inclusions are not visible to the untrained eye*.



CARAT

Carat refers to the weight of a diamond (milligrams) and can be expressed in points and millimeters. A one carat diamond is 100 points or 6.5 millimeters. A quarter carat diamond is 25 points and so on. Under the points grading scale it's difficult to tell with the eye the difference between a 0.99 carat and a 1.00 carat; but the price difference is easy to see.

carat weight (points)	.25	0.5	0.75	1.0	1.25	1.5	2.0	2.5
round (mm)	4.0	5.0	6.0	6.5	7.0	7.4	8.0	8.8
princess (mm)	3.5	4.4	5.0	5.5	6.0	6.4	7.0	7.5

*Carat weights and millimeter sizes are approximate and may vary slightly.