



DANIEL K

Square Deal

Delightful in their beauty, these cuts are subtle and sophisticated

RENAISSANCE PLATINUM



DAVID LEVY



IT'S THE UNDERSTATED LOOK,

an inner glow, if you will, that sophisticated consumers appreciate about square diamonds. The geometric shape looks minimal and modern, but that glow – as opposed to the fire of round cuts – harkens back to the romance of an earlier time. That makes square diamond cuts suitable to a wide range of consumers.

To get the full effect of these streamlined cuts, customers are seeking larger carat weights. But remember square cuts have big tables so they require internally clean diamonds – there's little place to hide inclusions.

More than with other cuts, it's important to let the customer wear a square diamond to see how the glow comes alive when worn against the skin.

– by Lorraine M. O'Donnell, A.J.P.

The top ring features an emerald-cut center diamond and two graduated trapezoid diamonds on each side. The trapezoids are cut with exact precision – where one stone ends the second one begins. A radiant-cut center diamond centers the bottom ring and is flanked by perfectly matched side radiants in handmade mountings.

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