



We specialize only in GIA certified *natural* fancy color diamonds. Every diamond in our inventory has been scrutinized and analyzed by the finest GIA gemologists and furthermore, issued an authentic Diamond Grading Report.

The Gemological Institute of America, or GIA, is a nonprofit institute dedicated to research and education in the field of gemology and the jewelry arts. Founded in 1931, GIA's mission is to protect all buyers and sellers of gemstones by setting and maintaining the standards used to evaluate gemstone quality. The institute does so through research, gem identification and diamond grading services and a variety of educational programs. Through its world-renowned library and subject experts, GIA acts as a resource of gem and jewelry information for the trade, the public and worldwide media outlets. In the 1940s and 1950s, GIA developed its International Diamond Grading System and the Four Cs (cut, clarity, color, and carat weight) as a standard to compare and evaluate the quality of diamonds.

Today, the institute is headquartered in Carlsbad, California and operates out of 14 countries, with 12 campuses, seven laboratories and four research centers worldwide.

"...every diamond should come with a grading certificate from an accredited gemological laboratory; the jewelers we talked to agree that the Gemological Institute of America (GIA), an independent nonprofit organization, is the most trustworthy."

-The Wall Street Journal

GIA is responsible for:

- Inventing the modern jeweler's loupe in 1934
- Creating the 4C's of diamond grading in the late 1930's
(Cut/Clarity/Color/Carat Weight)
- Establishing the International Diamond Grading System in 1953