

Where to Buy Nice Ice®



After publishing the Ultimate Diamond Buying Blueprint, it dawned on me that you might appreciate an insider's guide for where to buy Nice Ice®.

We've been talking about the diamonds representing the Top 0.001% of the annual production for round brilliant cut diamonds. You're not going to find them just anywhere.

Only a small handful of diamond cutters in the entire world cut hearts and arrows diamonds to our standards. Brian Gavin produces the creme de la crème.

Of course, there's always the possibility that you don't want the performance of a super ideal cut diamond. Lots of people are happy with the sparkle factor of a standard ideal cut diamond. This (click-able) diamond buying pyramid will help you determine what to buy:



[Brian Gavin Black](#) • [Brian Gavin Signature](#) • [Victor Canera](#)
[James Allen True Hearts](#) • [Blue Nile](#) • [Ritani](#)

Bonus Cheat Sheet: Where to Buy Nice Ice! Email Todd at diamonds@niceice.com for assistance.

Stick to the Recommended Proportions:



Remember that the proportions dictate the volume of light return and sparkle! The intensity of the sparkle is a reflection of the degree of optical precision.

Therefore, you're going to want to limit your search to AGS Ideal or GIA Excellent cut diamonds with a total depth between 59 – 61.8. The table diameter should be between 53 – 58% with a pavilion angle between 40.6 – 40.9 degrees offset by a crown angle between 34.3 – 35.0 degrees.

Pass on anything with a pavilion depth of 43.5% or deeper (!) because that is the critical tipping point where light begins not to strike fully off the pavilion.

Be Sure to Use This Valuable Coupon Code:

You can use the coupon code "NICEICE21" to save 8% off the price of a setting ordered from Brian Gavin in conjunction with a [Brian Gavin Signature diamond](#). The discount on the setting increases to 10% if you pay by cash/wire transfer.

The coupon is not applicable with any other sale, discount, or coupon code. Nor may it be used towards Sholdt, Jeff Cooper, or any other designer brand settings because the designers prohibit discounting.

I can't say enough about the production quality of these two companies! The quality of the jewelry they create is right up there with the best big names in jewelry design (but without the crazy high-end retail prices!)

Help is Just a Click Away:

Remember to take advantage of my free Diamond Concierge Service if you'd like help searching for a diamond or just want to verify the details of what you might have already found. Feel free to send me a link or details via email addressed to Diamonds@NiceIce.com and whitelist that address in your contact list to keep our correspondence out of the spam folder.

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