

# NICE ICE®

THE ULTIMATE DIAMOND BUYING BLUEPRINT



30+  
years

DIAMOND BUYING TIPS & TRICKS  
THAT MAKE IT FASTER AND EASIER  
FOR YOU TO DAZZLE YOUR FIANCÉ



**CONGRATULATIONS MY SON:**

# ENGAGED & MARRIED

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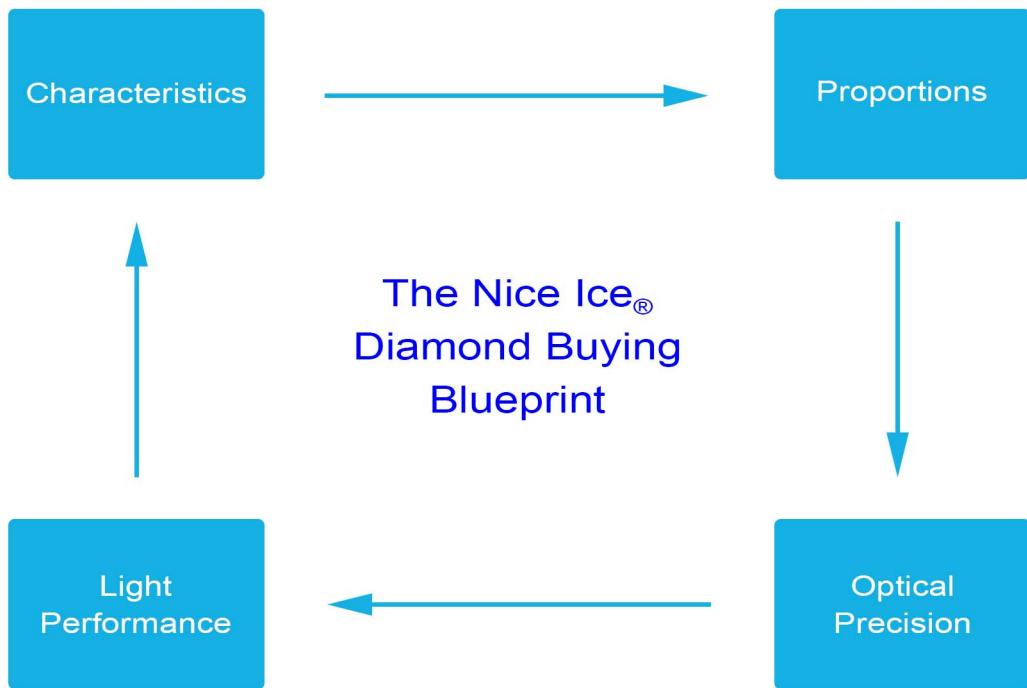
The Engagement Ring  
Of Corey & Rebecca Gray  
A Black by Brian Gavin H&A Diamond  
With Green Tsavorite Set In Platinum

In January of 2018, my eldest son Corey called me to say that he was planning on proposing to his girlfriend Rebecca on the anniversary of their first date. That's super exciting news, right?

Before I could ask Corey where he intended to buy the ring, he asked me to reintroduce him to Brian Gavin. While this response coincided with the advice I was going to give Corey about where to buy a ring, I was curious about his reasoning so I asked him why.

Corey told me how he remembered sitting beside me in the diamond grading laboratory when he was growing up and how beautiful the hearts and arrows diamonds produced by Brian Gavin and Crafted by Infinity looked compared to all others.

As a father, I have to say that this memory of his touched my heart deeply. I was also proud of the fact that the hearts and arrows diamonds featured in our private label collection were so memorable upon the mind of a young boy who has now grown up and will be married on August 11th of this year (such a wonderful gift to receive on my birthday).



## The Diamond Buying Blueprint, Updated for 2021

According to legendary motivational speaker, [Tony Robbins](#), there are 3 Levels of Mastery:

1. Cognitive Understanding of the principles, concepts, or ideas on an intellectual level.
2. Emotional Mastery via intense application or practice of the principles.
3. Physical Mastery achieved by practicing until application becomes automatic.

Obviously, there are benefits in mirroring the habits of successful people. Which is why the knowledge business is a \$129 billion industry that continues to grow by leaps and bounds.

With that in mind, I could easily produce an online course or mastermind about how to buy a diamond. After all, I've spent the past 30+ years studying diamonds and learning everything I can about light performance.

As a result, it only takes me a few seconds to review the details of a diamond and know whether it's worth buying. Of course, I'm guessing that you don't have years to spend learning about diamonds.

On the other hand, you want to know how to buy a spectacular looking diamond with confidence. To that end, the [Nice Ice](#) Diamond Buying Blueprint is designed to guide you through the process of buying diamonds for light performance.

## From Beginner to Diamond Buying Expert:

If there is one thing that I have learned from my 30+ years of experience as a diamond buyer, it's that I still have a lot to learn. With that in mind, learning about diamonds is a lot like peeling an onion. In that every layer of knowledge reveals a deeper level of appreciation for diamond cut quality. At the same time, every journey begins with the same basic first step forward.

In the event that you're anything like me, there might be a moment when you think:

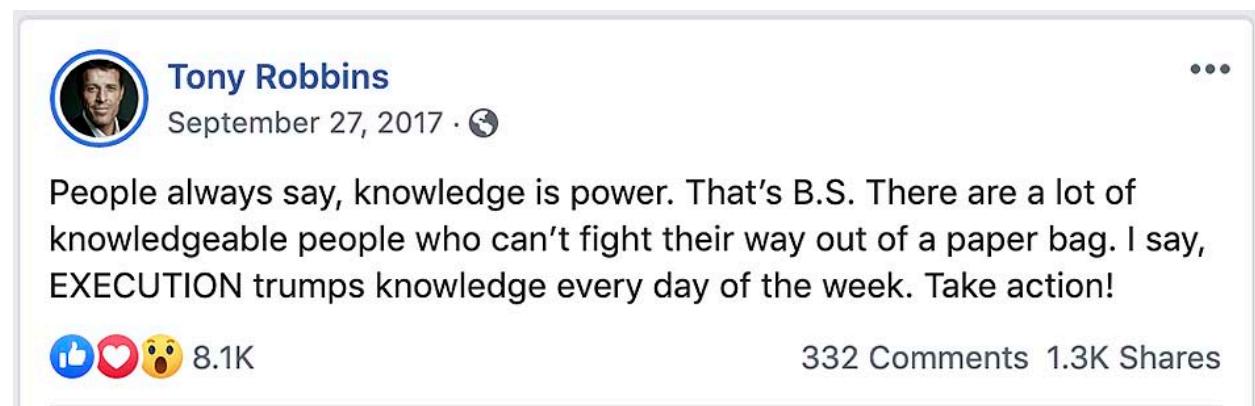
- I already know this.
- I've heard this before.
- When are you going to teach me something new?

Which are perfectly normal human responses to encountering concepts and information that you might already be familiar with. However, this type of response is also a reflection of our ego state. And to be perfectly honest, this type of ego-driven response can get in the way of mastering the subject at hand.

At the same time, I want to assure you that I sometimes have to fight this same urge. I can't even begin to count the times I've caught myself thinking "I already know this" when one of my mentors in the diamond business has begun to explain something.

And yet, it seems like I always learn something new by patiently paying attention to the presentation. With that in mind, I'd like to share one of my favorite quotes by [Tony Robbins](#):

**"Knowledge is not power; it is potential power. Execution will trump knowledge any day."**



A screenshot of a Facebook post from Tony Robbins. The post features his profile picture, the title "Tony Robbins", the date "September 27, 2017", and a small globe icon. The main text of the post reads: "People always say, knowledge is power. That's B.S. There are a lot of knowledgeable people who can't fight their way out of a paper bag. I say, EXECUTION trumps knowledge every day of the week. Take action!" Below the post are three engagement icons: a blue thumbs-up, a red heart, and a yellow surprised face, followed by the number "8.1K". To the right, the text "332 Comments 1.3K Shares" is visible.

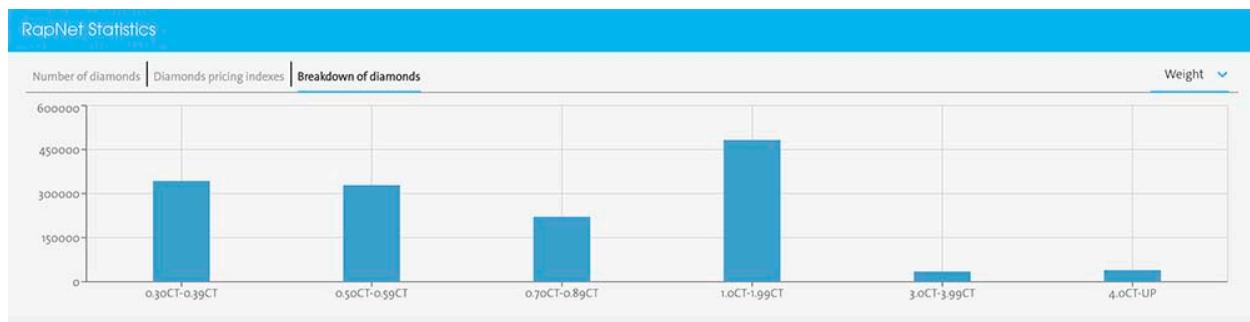
With that in mind, let's proceed with learning how to buy diamonds for light performance. Starting with the basics, which I hope you'll read even though you might already be familiar with the concepts. Of course, you're welcome to read ahead and skip around from section to section if you prefer.

## The Diamond Market at a Glance:

At this moment in time, the value of the diamonds listed on Rapnet is approximately \$7.8 Billion. As can be seen below, the vast majority of those diamonds are white round brilliant cut.



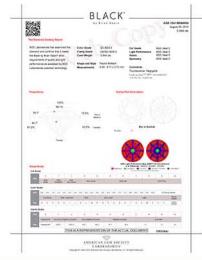
As shown above, the current value of the diamonds in the Rapnet database is \$7.8 Billion. Of that amount, 482,514 of the diamonds are rounds weighing between 1.00 – 1.99 carats. Be that as it may, that represents an overwhelming number of options.



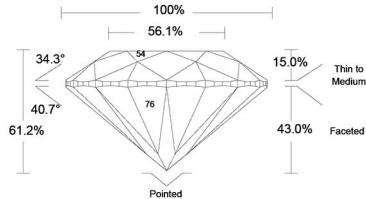
The good news is that I'm going to teach you a simple formula that practically ensures your success. At the same time, following these steps will dramatically reduce the number of diamonds you have to consider. Which is a good thing because it's been scientifically proven that having too many options leads to analysis paralysis.

By the way, if you're curious about [Rapnet](#), it is the largest diamond trading network in the world. As a matter of fact, the majority of diamond dealers online feed their virtual inventory using multiple listing services like this one. Be that as it may, access to Rapnet and similar services is restricted to registered members of the trade.

Although this may be true, my trade status ensures that I have access to Rapnet. Which enables me to search for diamonds faster using [my preferred selection criteria](#). In addition to being able to search by proportions, I can also eliminate diamonds with undesirable [clarity characteristics](#).



Characteristics



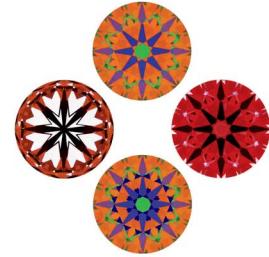
Proportions

## The Nice Ice® Diamond Buying Blueprint

Light  
Performance



Optical  
Precision



### DiamondBuying101—DefiningtheCharacteristics:

The structure of the Nice Ice® Diamond Buying Blueprint is simple. The first step is to decide what range of characteristics you are willing to consider. With this in mind, please take a moment to define the characteristics of the diamond you are looking for using the 4C's:

#### **Diamond Carat Weight:**

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#### **Diamond Color:**

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#### **Diamond Clarity:**

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**Diamond Cut Quality:** Of course, this is the one characteristic that you don't need to think about because that part is already defined within this blueprint.



# "Light Performance. It's all in the HEARTS"

**"Brian The Cutter" Gavin.**

My friendship with Brian Gavin goes all the way back to 1998. That's when Brian Gavin first started producing hearts and arrows diamonds for the private label collection of Nice Ice.

Brian Gavin took me under his wing and provided me with a mentorship opportunity that skyrocketed my career in the diamond business.

Throughout the years, we've seen each other through good times and bad. Those experiences gave me the kind of insight into the Gavin Family that very few people have.

I've sat beside Brian Gavin in his office while he sorts through the latest production and I can attest that his selection process is as exacting as my own. The Black by Brian Gavin Diamond produced for my son's engagement ring is amazing.

Do you really need to know anything else? Because I think that simple statement says it all...

## Diamond Carat Weight:

The technical specifics of diamond carat weight are explained in [this article](#) on our website. With that in mind, I don't see a reason to get too deep into the definition of a carat here since I'm pretty sure you already have a pretty good grasp of the concept.

What I do want to talk about is the relationship between carat weight and visible outside diameter. After all, the technical details about how much a diamond weighs is less important than how big it looks. Am I right?

With that in mind, I want to explain the reason why I recommend that you set the parameters for total depth to be between 59 – 61.8%. The reason is because when the total depth of the diamond goes beyond around 62.2% then you're going to end up paying for diamond carat weight that is hidden in total depth rather than being visible as outside diameter.

## Diamond Color:

As a matter of fact, I've written a small book on [the perception of diamond color](#). With that in mind, I'm also not going to go into great depths about diamond color grades in this document. Suffice to say that it's easier to tell you why I recommend that you focus on specific ranges of diamond colors with the understanding that we're really talking about an absence of color:

- D to F color diamonds will face-up bright white.
- G-H-I-J color diamonds are near-colorless.
- K-L-M-N color diamonds exhibit a hint of warmth.

Blue fluorescence in the spectrum of medium to strong blue is likely to improve your perception of diamond color and make the diamond appear to be on the high side of each color grade. At the same time, setting the diamond in platinum or white gold prongs is likely to make it seem about one-color grade whiter and brighter. The diamond which Brian Gavin cut for my wedding ring was I-color with distinct blue fluorescence.

## Diamond Clarity:

Most people are under the mistaken impression that SI-1 clarity diamonds face-up eye clean. While this might be true to some extent, the truth is that I've yet to see an SI-1 clarity diamond that I would deem to be 100% eye clean. In the first place, I've got really good vision and I seem to have a knack for being able to pick inclusions up out of a line-up.

At the same time, it's important to understand the industry definition of the term eye clean. For all intents and purposes, if a trained grader is unable to readily and immediately locate the inclusions in the face-up position while glancing at the diamond from a distance of 9-12 inches, then the diamond is deemed to be eye clean. Of course, the reality is that this is not how most people tend to scrutinize diamonds while buying or receiving them. Which is why I recommend a minimum clarity of VS-2 if you truly want the diamond to face-up eye clean.

## Beyond the Basic 4C's of Diamond Grading:

No doubt that by now you've been subjected to those sales pamphlets that gloss over the 4C's of Diamond Grading. Not surprisingly, the majority of those diamond buying guides refer to diamond cut quality as shape. I'll leave it up to you to speculate as to the reasons why...

Given that the combination of proportions and optical precision dictate the light performance of a diamond, I prefer to focus on the 4C's of Diamond Grading in this order:

- Cut quality.
- Color, including fluorescence.
- Clarity.
- Carat weight.

While the other characteristics of a diamond are important, the reality is that slight differences in color, clarity, or carat weight, are difficult to see from across the dinner table. Whereas seemingly minute differences in cut quality can be visible from across the room.

## Keeping It Simple:

Let's assume that you've already decided that you're only going to consider ideal cut diamonds with a cut grade of AGS Ideal or GIA Excellent. The next step is to determine what intensity of sparkle factor you're looking for. This is the most critical part of the decision-making process because it will determine whether the diamond just sits there on her finger or sizzles from across the room.

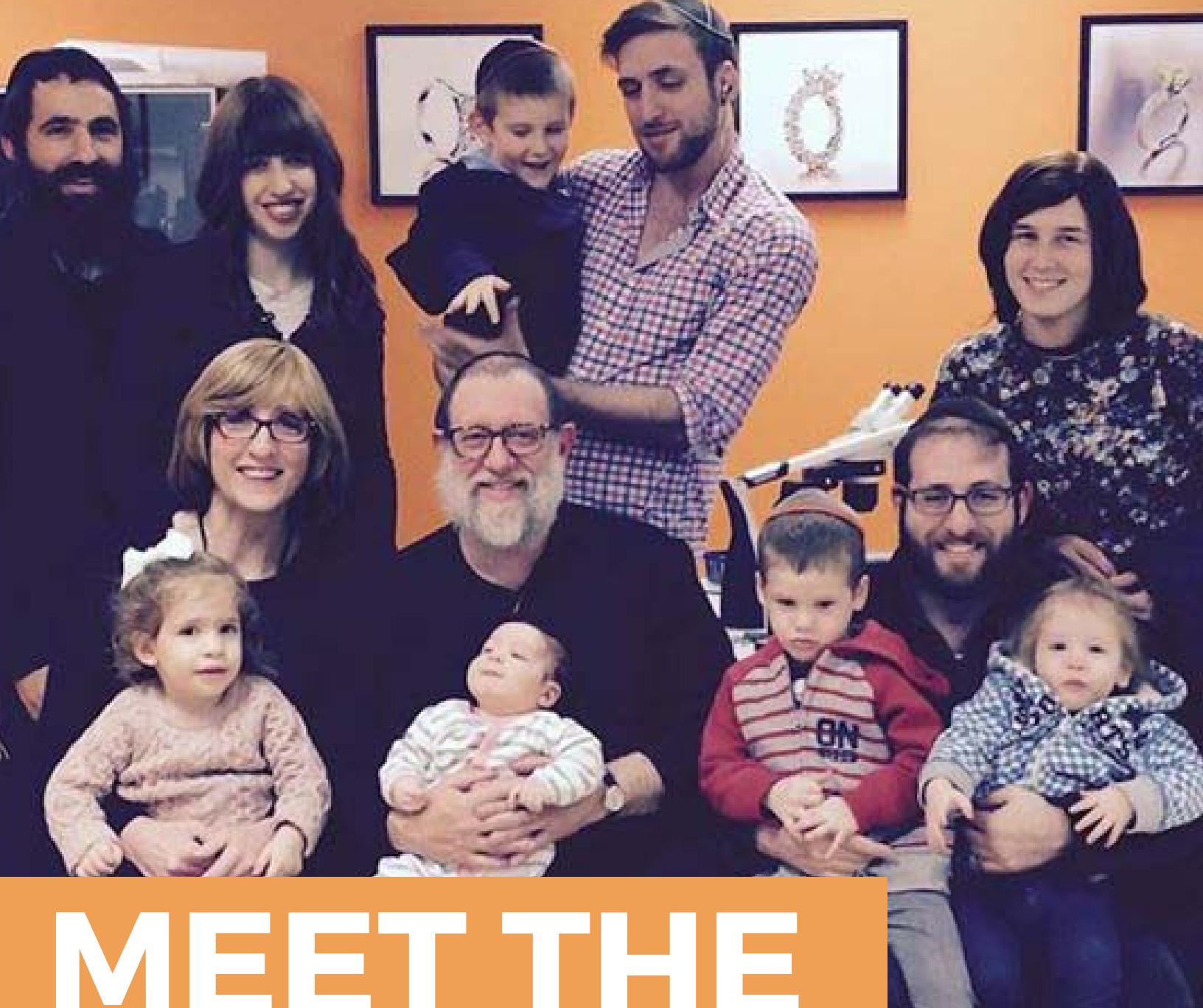
Given that most guys have more experience with cars, I find this analogy helpful. Think of a standard ideal cut diamond like those from [Blue Nile](#) or Ritani with proportions within [my preferred range](#) as being in the performance class of a standard Porsche 911 non-turbo.

The next step-up in performance would be something like the [James Allen True Hearts diamonds](#) and the H&A diamonds by [Victor Canera](#) and WhiteFlash that liken to a Porsche 911 Turbo.

And then you've got the [Brian Gavin Signature](#), and [Black by Brian Gavin Diamonds](#) which I place in the light performance classification of the [Porsche 911 GT3 RS](#).



In the first place, we all know that a standard Porsche 911 non-turbo costs less than the turbo version or the GT3 RS. At the same time, it stands to reason that the price differences are in direct relation to performance and production costs. Be that as it may, it's not up to me to tell you what to buy, but rather to help you see the differences.



# MEET THE GAVINS

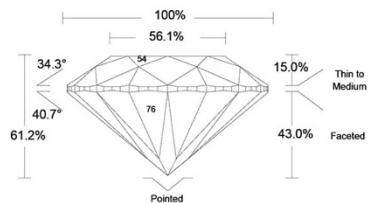
WRITTEN BY TODD GRAY

I'D LIKE TO TAKE A MOMENT TO INTRODUCE YOU TO THE GAVIN FAMILY. YOU PROBABLY KNOW THEM AS BRIAN GAVIN DIAMONDS, BUT I KNOW BRIAN THE CUTTER AND HIS FAMILY ON A MUCH DEEPER LEVEL. WE'VE BEEN DOING BUSINESS TOGETHER SINCE 1998.

BRIAN GAVIN USED TO PRODUCE H&A DIAMONDS FOR THE PRIVATE LABEL COLLECTION OF NICE ICE DIAMONDS.

## Diamond Proportions = Potential Light Performance:

In the first place, the proportions of a diamond are little more than the outline or side-profile. While the right pavilion angle might produce a high volume of light return, it's also true that the diamond might leak light due to a lack of optical precision.



Proportions

As a matter of fact, the majority of GIA Excellent cut diamonds with proportions within my preferred range still leak a substantial amount of light. At the same time, they produce a higher volume of light return than diamonds with less than ideal proportions.

The key to diamond buying success is knowing how to improve the odds by limiting the options. With that in mind, I recommend adhering to the following proportions for a round brilliant cut diamond:

- Total depth between 59 – 61.8%.
- Table diameter between 53 – 58%.
- Crown angle between 34.3 – 35 degrees.
- Pavilion angle between 40.6 – 40.9 degrees.
- Girdle thickness between 0.7% thin to slightly thick.
- Culet size of AGS Pointed or GIA None (same thing).



Of course, you'll want to set the search parameters to exclude anything less than AGS Ideal or GIA Excellent Polish and Symmetry. As a matter of fact, the majority of AGS Ideal and GIA Excellent cut diamonds are still going to leak a substantial amount of light. However, we're going to focus on finding the ones that exhibit higher degrees of optical precision.

Optical precision is the consistency of facet shape, size, and alignment from the perspective of 360 degrees. The image on the left shows light reflecting off the pavilion facet in the 12 o'clock position, across the diamond where it splits across the lower girdle facets to form one half of a heart. The hearts pattern is completed as light reflects off the other facets in the same manner. Any variance in facet size, shape, or indexing creates light leakage

## Light Leakage in GIA Excellent Cut Diamond:

This 1.01 carat, D-color, VS-1 clarity, GIA Excellent cut diamond is a perfect example of why it's so important to take optical precision into account.



As a matter of fact, this diamond has proportions within my preferred range. The diamond has a total depth is 61.5% with a 57% table diameter. The pavilion angle of 40.8 degrees should produce a high volume of light return. While the 34.5 degree crown angle produces a virtual balance of brilliance and dispersion.

However, the light pink/semi-translucent sections visible under the table facet as seen through the ASET Scope image on the left, and the Ideal Scope image on the right, indicate a moderate degree of light leakage.

Suffice to say that the proportions are spot-on, but there are variances in the degree of optical precision. Although this may be true, people often wonder whether it's worth paying the premium for hearts and arrows diamonds.

With that in mind, I'd like you to take a good look at the table facet in the clarity photograph provided above. Do you see the greyish-brown discoloration that is most visible between the 10 o'clock to five o'clock region? Notice how that discoloration correlates with the intensity of the light pink sections in ASET and Ideal Scope images.

Do you see how much lighter the table facet appears to be in the relative 7 o'clock position? And how the same region in the ASET and Ideal Scope images appear to be leaking less light? From this perspective, it's quite clear that varying degrees of light leakage will affect your perception of light return.

Now, imagine how much brighter this ideal cut diamond would look if the other seven sections of the table facet were not leaking so much light. With this in mind, the importance of focusing on optical precision seems rather obvious.

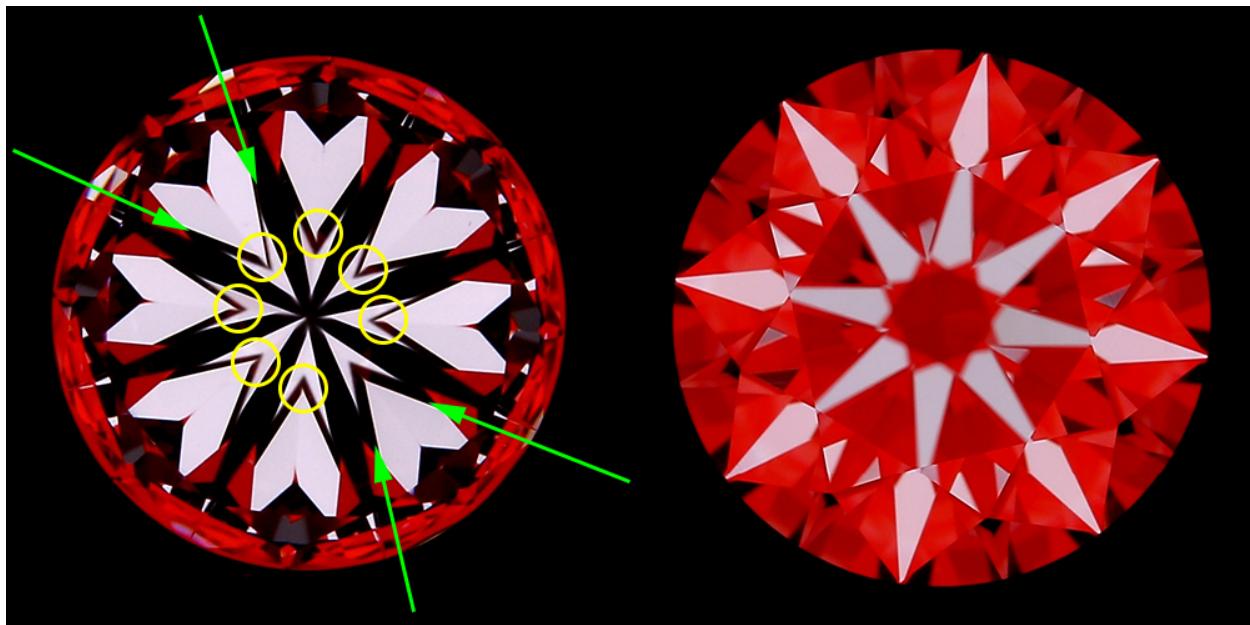
## Optical Precision (a critical piece of the puzzle):

As shown above, many GIA Excellent cut diamonds still leak light despite having the right proportions. In the first place, it's important to remember that proportions are only one part of the equation.

Interestingly enough, the combination of proportions and overall cut grade of that diamond place it well within the Top 1% of the annual production for rounds. Obviously, eliminating 99% of the options will dramatically increase your odds of successfully buying a diamond online.

Truth be told, my own rate of success increased dramatically when I decided to strictly adhere to the range of proportions contained herein. To say nothing of the amount of time and money we saved by not shipping diamonds back and forth for evaluation.

At the same time, it doesn't matter how tight the proportions are if the cutter misses the mark for optical precision. Which is the consistency of facet shape, size, and the alignment of the facets from the perspective of 360 degrees. In this particular instance, the variations in the hearts pattern of the GIA Excellent cut diamond below are causing the light leakage:



We use a Hearts and Arrows Scope to judge optical precision and identify variances in facet structure. In this particular instance, differences in the length of the lower girdle facet length is causing the tips of the hearts to bend as indicated by the yellow circles.

At the same time, it is affecting the size of the pavilion main facets which dictates the spacing between the hearts. We judge patterns of hearts and arrows by comparing the hearts across from each other and side-to-side. The green arrows show the difference in the space around the hearts located in the relative five and ten o'clock positions.

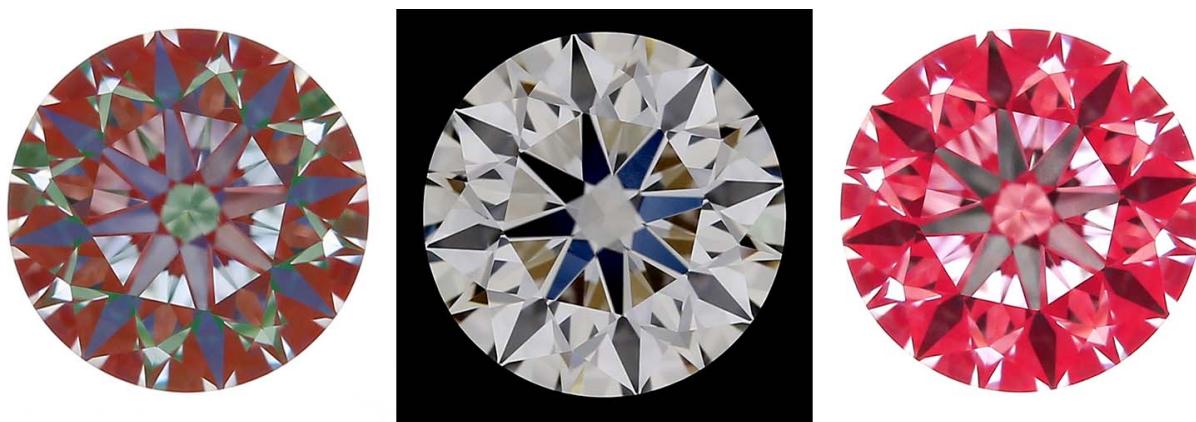
## Additional Insights on Proportions & Optical Precision:

The reason you want a pavilion angle between 40.6 – 40.9 degrees is because it will produce the highest volume of light return. Any deviation below 40.5 degrees or beyond 41 degrees is likely to reduce the volume of light return. In addition, a pavilion depth of 43.5% is the critical tipping point where light begins not to strike fully off the pavilion facets.

At the same time, a crown angle between 34.3 – 35 degrees tends to produce a virtual balance of brilliance and dispersion. Whereas a crown angle shallower than 34.2 degrees is likely to produce more brilliance, but it will be at the expense of dispersion.

While a crown angle of 35.5 degree or more is likely to create more dispersion, but it will be at the expense of brilliance. In addition, it's been proven that steeper crown angles tend to make the middle region of a round brilliant cut diamond look dark.

As a matter of fact, a round brilliant cut diamond with a 40.8 degree pavilion angle will produce a high volume of light return. However, the effect of that light reflecting back up through the top of the diamond will be lost if the crown angle is too steep. This GIA Excellent cut diamond is a perfect example:



The pavilion angle of this GIA Excellent cut round diamond is 40.8 degrees which is offset by a crown angle of 36 degrees. As you can see, the middle of the diamond looks dark under the table facet. At the same time, both the ASET Scope image on the left, and the Ideal Scope image on the right, indicate extensive light leakage all the way around the edge of the table facet.

Needless to say, this is a perfect example of why you should never deviate from the proportions outlined above. The reality is that those proportions represent the target or “sweet spot” that every diamond cutter should be aiming for.

Be that as it may, the majority of diamond cutters will choose profits (higher yield) over performance every time. Which is why you have to be vigilant in adhering to my preferred range of proportions and insist on seeing the ASET/Ideal Scope images.

## Unlocking the Keys to Gemological Understanding:

I thought it might be a good idea to further define a few key gemological terms, given that nothing can be more confusing than industry-speak:

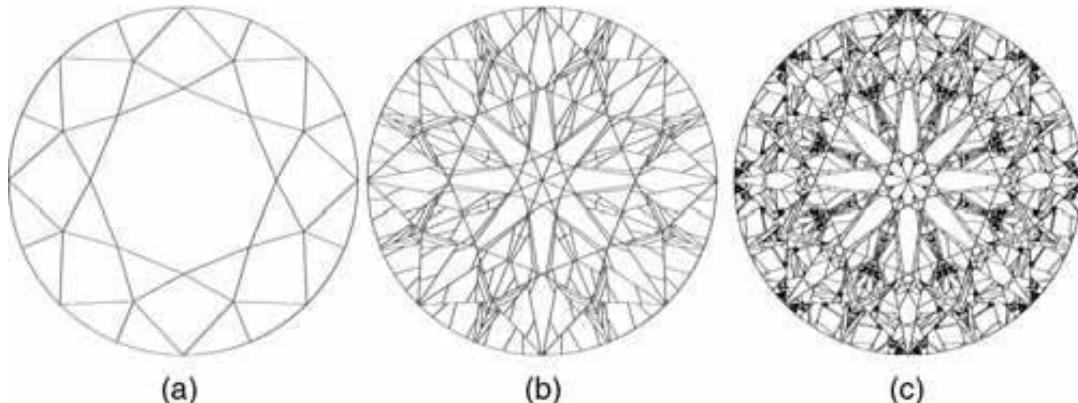
- Brilliance is white sparkle.
- Dispersion is colored sparkle or fire.
- Scintillation.

As a matter of fact, all sparkle from a diamond is white sparkle which our eyes may disperse into colors if the flashes of light are sufficient in size. The modern round brilliant cut diamond is likely to produce a virtual balance of brilliance and dispersion if the crown angle is between 34.3 – 35 degrees provided that the pavilion angle is between 40.6 – 40.9 degrees.

Scintillation is the sparkle effect created when you or the diamond is moving. Granted that a diamond will sparkle if it is moving, or if the light reflecting off the diamond changes as you move around the diamond.

In the first place we know that the proportions of a diamond will have a direct impact on the volume of light return and the balance of brilliance and dispersion. At the same time, the degree of optical precision will have a direct impact on the intensity of scintillation because it dictates the number of virtual facets within the diamond.

The easiest way to visualize this concept is to imagine the kaleidoscope effect created by light reflecting off the overlapping facet pattern created within the diamond.



This diagram from the AGS Brilliance Study shows (a) the facet structure of a modern round brilliant cut diamond in the face-up position; and (b) the virtual facets upon primary refraction as projected on the crown in the face-up position; and (c) virtual facets upon the primary and secondary refraction in the face-up position. Image courtesy of the [AGS Laboratory](#).

# CAMERA



## IDEAL CUT DIAMONDS FROM VICTOR CANERA

Victor Canera is best known for producing hand-forged engagement rings, which means that he creates each ring by hand from the metal, rather than casting the rings from a wax mold. It's a lost art of sorts in this modern world.

More recently, Victor Canera has been making a name for himself within the realm of ideal cut diamonds, including round hearts and arrows, antique cushion, and a modern interpretation of the old European cut diamond.

## What Degree of Light Performance is Right For You?

In the early days of my career, I took the information on the diamond grading report at face value. Which means that I (wrongfully) assumed that proportions were the key to sparkle factor and light return. After all, it was easy to see how diamonds with the proportions outlined above looked better than diamonds with proportions beyond that range.

At the same time, my knowledge as a diamond buyer grew in direct relationship to my passion. Which means that the more I learned about diamonds, the more I understood how to better finetune the selection process.

Eventually, I achieved a level of mastery that enabled me to become an authority on diamond cut quality. To the extent that Todd Gray from Nice Ice™ is recognized throughout the industry and I consult and/or write content for several prominent online diamond dealers. As a matter of fact, the precise nature of my selection process earned me the following nicknames:

- The Diamond Nazi.
- The Golden Child.
- Our Resident Diamond Snob.

The first of which was hurled at me by a diamond cutter after he sat beside me and watched my evaluation process. During which I rejected 28 out of 30 ideal cut diamonds from his parcel.

If there is one thing that I've learned throughout the course of my 30+ year career as a diamond buyer, it's that diamond cut quality trumps everything else. Which means that I am prone to spend more on diamond cut quality over other characteristics like carat weight, color, or clarity.

After all, you're going to be able to see the difference in sparkle factor from across the room. Whereas, you're not likely to see slight differences in carat weight, color, or clarity, from across the dinner table.

With this in mind, I tend to search for diamonds in this order of preference:

- [Black by Brian Gavin](#).
- [Brian Gavin Signature](#).
- [James Allen True Hearts](#).
- [Victor Canera](#).
- WhiteFlash.

The reason why is that this is the order that seems to represent the highest degree of optical precision and consistency. Which is not to say that [Black by Brian Gavin Diamonds](#) are the best, or that these other companies don't produce exceptional looking diamonds.

## I Recommend Searching for Diamonds in This Order:

Given what we've learned so far, I tend to search for diamonds in this order of preference:

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

But rather, that the list above reflects the order that I tend to search in because doing so increase the odds of finding exactly what you're looking for. In my experience, the [Black by Brian Gavin Diamonds](#) offer the highest degree of optical precision with the most consistency.



As a matter of fact, Brian Gavin was recently recognized as a trailblazer by [JCK Magazine](#). In the first place, he is one of the first diamond dealers to sell diamonds online. Secondly, the Black by Brian Gavin Diamonds are the result of a cutting process that is unique enough to warrant a U.S. Patent #[10,405,618](#).

Not surprisingly, I was blown away the first time I got the chance to evaluate a Black by Brian Gavin Diamond. The volume of light return and intensity of the sparkle is incredible as a result of the higher degree of optical precision.

So much so, that when it was time for my son eldest Corey to propose marriage, he went with a Black by Brian Gavin Diamond cut-to-order. Of course, the sparkle factor is absolutely incredible, and the diamond shows up from across the room!

At the same time, I've sat beside [Brian Gavin](#) on numerous occasions and taken part in his evaluation process. I'm comforted by the fact that Brian's evaluation process is very similar to my own.

As a matter of fact, I've personally evaluated thousands of diamonds produced by Brian Gavin and Crafted by Infinity. After all, Brian Gavin used to produce the hearts and arrows diamonds featured in our private label collection.

Thus, I know exactly what to expect from the hearts and arrows diamonds produced by these cutters. Which is why I'm able to recommend that you buy a Super Ideal Cut Diamond from Brian Gavin or Crafted by Infinity with 100% confidence.

## Is GIA Excellent Cut Good Enough?

In the first place, it's important to understand that each cut grade represents a spectrum or range of possibility. With that in mind, you will find AGS Ideal and GIA Excellent cut diamonds with a broad range of proportions.

As an illustration of just how broad the proportions can be for a GIA Excellent cut diamond, take a look at the parameters for the light blue section designated as EX in the image below. The proportions guidelines below from the [GIA Laboratory](#) are specifically for round brilliant cut diamonds with a 56% Table diameter:

TABLE 56%

In the first place, there is no requirement for total depth because that measurement depends on the sum of the parts. As you can see, the measurements for pavilion angle run along the right side of the table. While the crown angle measurements run across the top. To determine the proportions grade of the diamond, you simply cross reference the measurements on the chart.

With this in mind, if you look at the acceptable range for the crown angle for a round brilliant cut diamond with a 56% table diameter and a 40.8 degree pavilion angle, you'll see that the spread is between 33.5 – 36.5 degrees.

In other words, the GIA Excellent cut grade is broad enough that it allows for a variance of three degrees! Not surprisingly, such a dramatic variance in crown angle will dramatically affect light performance.

To begin with, a crown angle between 34.3 – 35 degrees is likely to produce a virtual balance of brilliance and dispersion. While a crown angle of 33.5 degrees is likely to create more brilliance (white sparkle) but it will be at the expense of dispersion (colored sparkle/fire). At the same time, such a shallow crown angle is likely to cause the star facets to reflect up under the table facet and make it seem dark.

On the other end of the spectrum, a steeper crown angle of 36.5 degrees is likely to create more dispersion, but it will be at the expense of brilliance. At the same time, it's likely to make the diamond seem dark in the middle and look dead when viewed under diffused lighting.

## Where to Buy Super Ideal Hearts & Arrows Diamonds:

Regardless of whether you decide to purchase a standard GIA Excellent cut diamond from [Blue Nile](#) or [Ritani](#), or whether you decide to purchase a Super Ideal Hearts & Arrows diamond:

- [Black by Brian Gavin.](#)
- [Brian Gavin Signature.](#)
- [James Allen True Hearts.](#)
- [Victor Canera.](#)
- WhiteFlash.

The important thing is that now you know the differences and are able to make a more informed decision with a better understanding of how diamond cut quality factors into the equation.

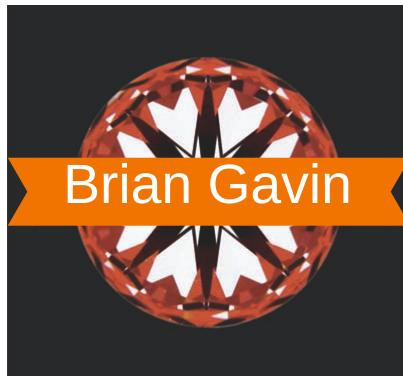
Please [email me](#) if you have any questions, or if you would like help searching for a diamond. Of course, I want you to know that it doesn't matter whether you're buying a diamond online, or from your local jewelry store.

Our [Diamond Concierge Service](#) is free to consumers regardless of where you are buying the diamond from. With that in mind, I hope you'll take advantage of our services because we really enjoy helping people find the best diamonds possible.

Last but not least, thank you for downloading a copy of this Diamond Buying Blueprint. We hope that you enjoyed learning more about diamonds and that you will refer your family, friends, and co-workers to [Nice Ice™](#).



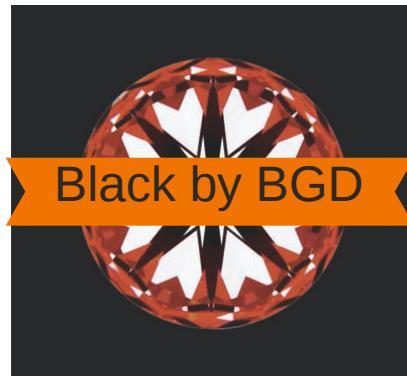
# where to buy nice ice®



Brian Gavin



Blue Nile



Black by BGD



Brilliant Earth



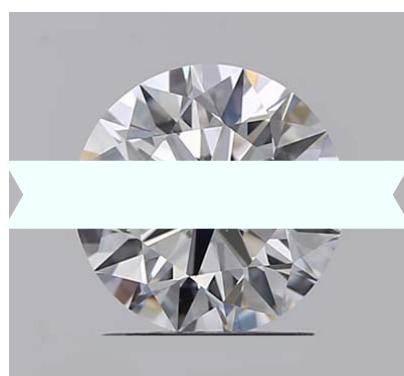
WhiteFlash



Ritani



James Allen



Victor Canera

IT'S EASY WHEN YOU KNOW WHERE AND WHAT TO LOOK FOR...

Be sure to tell them that you're working with Todd Gray of Nice Ice.

Email me at [Diamonds@NiceIce.com](mailto:Diamonds@NiceIce.com) if you have any questions.

1

**CUT QUALITY**

Diamond Cut Quality controls the volume of light return and sparkle factor your diamond exhibits. The overall cut grades of GIA Excellent and AGS Ideal represent the bare minimum, but these grades do not consider optical precision.

Stick to these proportions:

Total depth: 59 - 61.8%  
 Table diameter: 53 - 58%  
 Crown angle: 34.3 - 35.0 degrees  
 Pavilion angle: 40.6 - 40.9 degrees  
 Girdle: thin to slightly thick  
 Culet: GIA None or AGS Pointed

2

**COLOR**

D-E-F Color Diamonds will face-up bright and white. However, most people would be hard-pressed to separate F-G color diamonds apart from one another, or a G from an H and so on.

I selected an I-color diamond for my own wedding ring because it faced-up white enough for most people not to notice any color.

Most people begin to notice color in white diamonds around the J-K color range, but even that difference is very slight.

3

**CLARITY**

A Diamond Clarity of VS-2 ensures that your diamond will face-up eye clean and inclusions will be readily visible through a 10x diamond grading loupe.

SI-1 clarity diamonds often appear to be "eye clean" at first glance, but inclusions may be visible if you really scrutinize the diamond.

Diamonds which are VS-1+ in clarity contain inclusions which are smaller and more difficult to see with magnification but look the same to the naked eye.

**“ The difference between ideal and super ideal cut diamonds can be seen from across the room... ”**

**Q&A: TODD GRAY**

Todd Gray opens up about his concierge service, buying tips, and more.

**ON HIS CONCIERGE SERVICE**

"I love helping people find ideal cut diamonds that I know offer the best light performance."

**HIS TOP TIP FOR DIAMOND BUYING**

"Focus on diamond cut quality above all else because it dictates the volume of light return and sparkle factor. Nothing else matters."

**HIS FAVORITE COMBINATION**

Super Ideal Hearts & Arrows, VS-2 clarity, G-H-I color because it faces up eye clean and white.

**ON BLUE FLUORESCENCE**

I love the positive effects that blue fluorescence can have upon a diamond, which is why every diamond I've ever bought has exhibited it.



# DESIGN

YOUR OWN ENGAGEMENT RING

design your own

DESIGN YOUR OWN  
ENGAGEMENT RING

Design your engagement ring your way. Start with a ring setting and then add the perfect center stone - or vice versa. It's really up to you!

START WITH A SETTING OR START WITH A DIAMOND

Spark your imagination with these [recently purchased engagement rings](#).

# MATERIAL CONNECTION DISCLOSURE

We receive compensation from the vendors featured in this magazine when you complete your purchase using the links provided.

After spending 30+ years in the diamond business as a buyer, Todd Gray decided to change the format of Nicelce.com from an educational based site that sold diamonds direct to the public into a blog that provides diamond buyers like you with the advice you need in exchange for affiliate marketing fees.

The beauty of this system is that it costs you nothing and ensures that you receive professional advice for free because your price on the diamond is the exactly the same whether you find it on your own or with our assistance.

Regardless of how we are compensated, we follow a strict set of selection criteria that ensures that the advice you receive is based on how the diamond is likely to perform and the light performance that you can expect from a diamond of that cut quality. We always operate from the perspective of what would we buy if we were the ones buying a diamond today.



## The Suits Want You To Know...

That we have a material connection with the vendors featured in this publication and that we may receive compensation in the form of advertising revenue and affiliate commissions when you click the links in this publication, or on the website and via email.

Always conduct your own due diligence when buying a diamond online or offline. We assume no liability for any purchase you make based on the advice herein.