

# Diamonds



LONGINES BOWS  
TO THE PARAGON  
OF BEAUTY:  
THE DIAMOND

## Cut

Many people confuse cut with shape of a diamond. The cut is the only direct influence of human beings to the diamond. The cut will influence the fire and sparkle of the diamond. When a cut is good, light is reflected from one facet to another and then dispersed through the top of the stone. If a cut is too shallow or deep, the light escapes through the bottom or the opposite side. Longines diamonds are cut in the traditional Brilliant style.

## Colour

Although the majority of gem diamonds appear to be colourless, others can contain increasing things of yellow or brown. The scale of colour ranges from colourless to pale yellow with an infinite variety of subtle intermediate hues going from River to Yellow.

**River → Top Wesselton → Wesselton → Top Crystal → Top Cape → Yellow**

The colour of Longines diamonds is Top Wesselton.





## Purity

Almost all diamonds contain minute traces of non-crystallized carbon or small non-diamond crystals. Most are not discernible to the naked eye and require magnification to become visible. These “Inclusions” are nature’s fingerprints and making a diamond unique.

However, the fewer they are, the rarer the stone will be:

<b>FL</b>	Loupe Clean
<b>VVS</b>	Very, Very Small inclusions
<b>VS</b>	Very Small inclusions
<b>SI</b>	Small Inclusions
<b>I</b>	Inclusions visible

The degree of purity of a Longines diamond is VVS on the case, respectively VS or SI on the dial.

## Carat weight

As with all precious stones, the unit of measurement for the diamond is the carat which is equal to 1/5 of a gram (diamonds are also measured in points, i.e. 1 point being one hundredth of a carat).