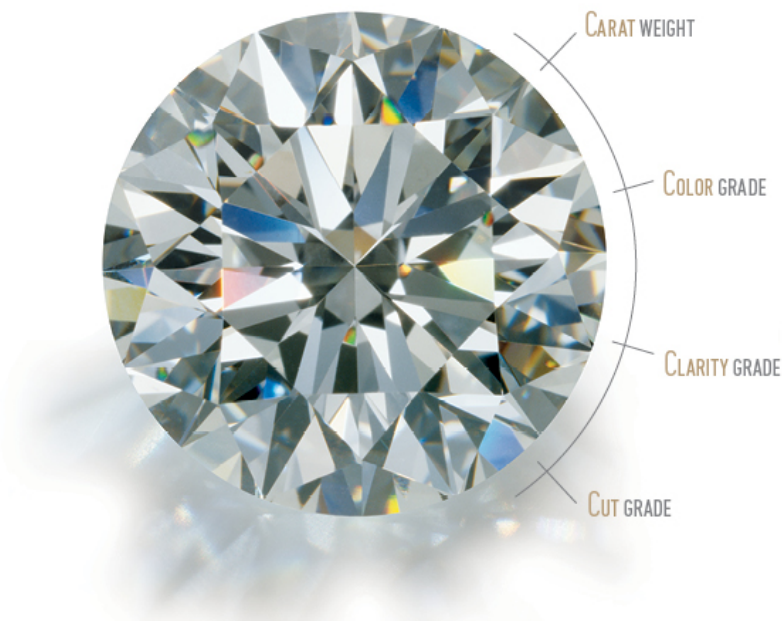


*Until the middle of 20th century there was no agreed-upon standard by which diamonds could be judged. The GIA created the first and now globally accepted standard for describing diamonds: Color, Clarity, Cut and Carat Weight. Today the 4 C's of diamonds quality is the universal method of assessing the quality of any diamond, anywhere in the world.*



The creation of the diamonds 4 C's meant two very important things: diamond quality could be communicated in a universal language and diamond customers could now know exactly what they were about to purchase.

In 1940s, Robert M. Shipley, the founder of GIA, coined the term 4Cs to help his students remember the four factors that characterize a faceted diamond: color, clarity, cut and carat weight. The concept was simple, but revolutionary.

His successor, President Richard T. Liddicoat, expanded his work by developing the now universally-utilized GIA D-to-Z Color Scale and GIA Clarity Scale for diamonds. He also established the scientific methods and procedures for objectively grading a diamond's quality.

The creation of the Diamond 4Cs and the GIA International Diamond Grading System™ meant two very important things: diamond quality could be communicated in a universal language, and diamond customers could now know exactly what they are purchasing.

Today, the 4Cs of Diamond Quality is the universal method for assessing the quality of any diamond, anywhere in the world. As the creator of the Diamond 4Cs and the International Diamond Grading System™, GIA is trusted by museums, auctions houses, and consumers all over the world to grade nature's finest treasures.