

# DIAMOND RINGS



*George Pragnell*

STRATFORD-UPON-AVON

“Our knowledge is your safeguard”

George Pragnell, 1954

<b>Your Diamond Ring</b>	4
<b>Our Diamonds</b>	6
<b>Our 5Cs</b>	
– Carat	8
– Colour	10
– Clarity	12
– Cut Shape	14
– Cut Quality	16
<b>Our Craftsmanship</b>	18
<b>Our Collection</b>	20
<b>Our Jewellery Specialists</b>	48
<b>Booking an Appointment</b>	50

## Your Diamond Ring

**You have decided that you want to express your love.**

**You have decided that you wish to encapsulate the feelings of the present, that you share, forever.**

**You have decided that the most beautiful representation of this moment should be as rare and as natural as your feelings.**

**You have decided you want this to be with the one you love always.**

**You have decided to buy a diamond ring...**



We know just how excited and nervous you feel choosing a diamond ring. This is one of the most important decisions of your life and you need to feel confident that you are making the right choice. Now you have come to us, you can relax. The diamond in your ring will have been hand selected and approved by the Pragnell family to ensure we provide you with the finest diamond; your diamond will be GIA certified; individually “bespoke set” into platinum by our master craftsmen; and most importantly you will be served by one of our friendly experts.

George Pragnell said, “our knowledge is your safeguard”. We are here to help you find the perfect diamond ring for you.

Mankind's fascination with diamonds began when diamonds were first discovered in India around 800 B.C. They were prized by cultures throughout the world for their beauty and rarity. Many believed them to possess magical and protective powers linked to the Gods. Kings and Maharajahs of these times believed they represented their divine right to rule.

Since their discovery, diamonds have been synonymous with wealth and power. However, with the evolution of time engagement rings are no longer restricted to royalty. Diamonds are now synonymous with love.



The name diamond comes from the Greek word “adamas” meaning unconquerable. Such an attribute made it the perfect choice to represent the marriage bond. The first incidence of a diamond ring being given as an engagement ring was in 1477 when Archduke Maximilian of Hamburg presented Mary of Burgundy with a diamond ring.

Our knowledge of antique jewellery means we understand the evolution of the diamond ring and this understanding is essential to the rings we create today.

## Our Diamonds



**GIA**

GEMOLOGICAL INSTITUTE OF AMERICA®

### Certification

A GIA grading report provides an expert analysis of a diamond's quality based upon the "4Cs" of diamond grading: carat, colour, cut and clarity. Because GIA is not affiliated with any commercial enterprise, impartial and accurate analysis of a diamond's quality and value is assured.

A Diamond Grading Report is a scientific blueprint of a stone's exact qualities. GIA's heritage as a research and educational institution means they are trusted to provide accurate, unbiased diamond evaluations.

### Handmade Quality and Taste

Although a great deal can be determined from a GIA diamond certificate, every diamond is unique and has its own character and cut qualities. It is at this point that experience plays a crucial role. The individual cut of a diamond is the key.

Jeremy Pragnell began his training in London in 1966, becoming a Fellow of the Gemmological Association in 1968. Since then he has bought and sold some of the world's finest gemstones. This knowledge and experience has been passed on to his son, Charlie who began his training at the GIA in California in 2003 and continued his education for some time in the diamond district of New York.

Today, every diamond is selected and approved by both Jeremy and Charlie Pragnell.

As a family business we strive to maintain the values and traditions that were established by George Pragnell in 1954. Each ring that is designed and made in our workshop is treated individually, just like our customers. We firmly believe that when a customer purchases one of our diamond rings they deserve to know that they are buying a diamond which has been personally sourced and has been set in the perfect way to emphasise the beauty of that individual diamond.

A diamond embodies a moment and a feeling that becomes eternally symbolic of that particular momentous occasion. Our passion for jewellery and all it represents makes us committed to creating an individual experience for every customer.

**This is what sets us apart.**



**GIA**  
GEOLOGICAL INSTITUTE OF AMERICA

New York Laboratory Headquarters  
100 F.W. Bruce | New York, NY 10020-4799  
T 212 213 1600 | F 212 675 4000

Carlsbad  
1535 Avenida Linea | Carlsbad, CA 92008-4000  
T 760 433 4000 | F 760 433 1504  
[www.gia.edu](http://www.gia.edu)

DIAMOND GRADING REPORT

January 4, 2006

Laser Inscription Registry \_\_\_\_\_ GIA 14896427  
Shape and Cutting Style \_\_\_\_\_ Round Brilliant  
Measurements \_\_\_\_\_ 8.21 - 8.21 x 4.08 mm

Carat Weight \_\_\_\_\_ 2.06 carat  
Color Grade \_\_\_\_\_ F  
Clarity Grade \_\_\_\_\_ VS1  
Cut Grade \_\_\_\_\_ Excellent

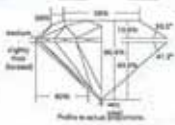
Finish  
Facet \_\_\_\_\_ Very Good  
Symmetry \_\_\_\_\_ Excellent  
Fluorescence \_\_\_\_\_ None

Additional Inscription:

The 5 C's



GIA REPORT 14896427



KEY TO SYMBOLS

- Crystal
- Cloned
- Feather
- Nature

This report does not constitute an appraisal. It is not a guarantee of value. It is a statement of the observed and probable characteristics of the diamond. It is not a statement of the diamond's value. It is not a statement of the diamond's quality. It is not a statement of the diamond's origin. It is not a statement of the diamond's history. It is not a statement of the diamond's future. It is not a statement of the diamond's past. It is not a statement of the diamond's present. It is not a statement of the diamond's future. It is not a statement of the diamond's past. It is not a statement of the diamond's present.

This report is not a guarantee, appraisal or opinion and contains only the observations of the diamond described herein after it has been graded, tested, examined and analyzed by the GIA Laboratory which has been established using the technical procedures used by the GIA Laboratory at the time of the assessment and its description. The contents of this report may not be used to substantiate another or past report about the respective diamond herein.



**IMPORTANT LIMITATIONS ON BACK**  
GIA LABORATORY REPORTS ARE AVAILABLE ONLY

# Carat

*Carat is a measurement of weight,  
NOT size.*

## GIA Classification

‘The size of a diamond is measured in carat weight. One carat is divided into 100 points, so that a diamond of 75 points, weighs 0.75 of a carat. The carat takes its name from the carob seed. Early gem traders used carob seeds as counterweights in their balance scales. 0.2g equals one carat.

Whilst carat weight is the most obvious factor when assessing the value of a diamond, two diamonds of equal size can have very unequal values, depending on their cut, clarity or colour.’

## Approximate life-size:



0.40CT



0.50CT



1.00CT



1.50CT



2.00CT



3.00CT



4.00CT



5.00CT





The Centenary Diamond 273.85cts

## Colour

*Diamonds are valued by how closely they approach absolute transparency – the less colour tint, the higher the quality.*

### GIA Classification

'GIA's colour grading scale for diamonds is the industry standard. The scale begins with the letter D, representing colourless, and continues with increasing presence of colour to the letter Z. Each letter grade has a clearly defined range of colour appearance.

The colour distinctions are so subtle as to be invisible to the untrained eye. But these slight differences make a very big difference in diamond quality and performance.'

### GIA Colour Grading Scale



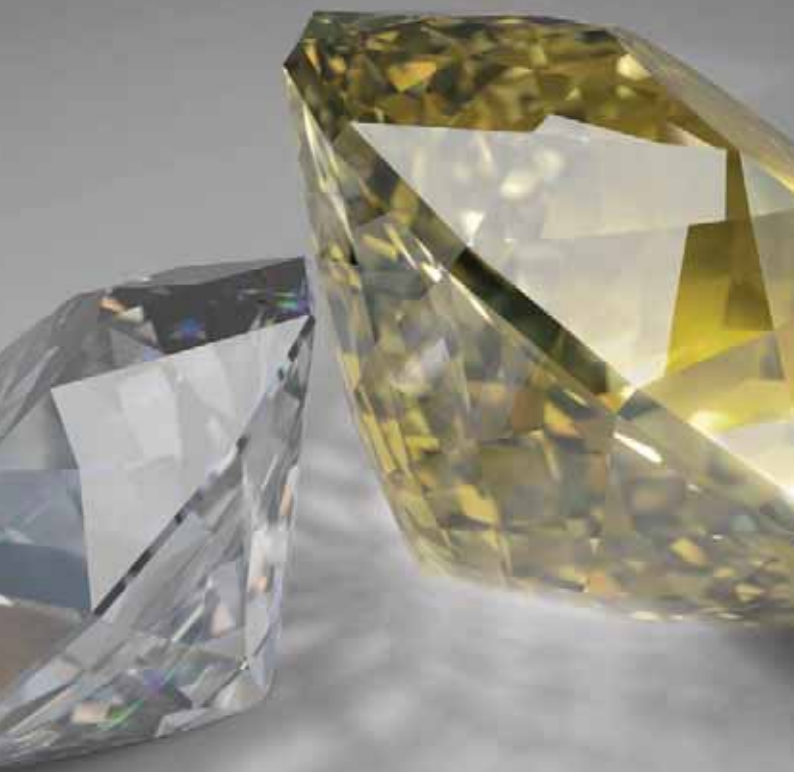
D



Z

D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
COLORLESS			NEAR COLORLESS			FAINT			VERY LIGHT			LIGHT											

Minimum requirement for our GIA certified diamonds: H colour



# Clarity

## *Nature's Purity.*

### GIA Classification

'Diamond clarity refers to the absence of inclusions and blemishes. Diamonds without these birthmarks are rare, and rarity affects a diamond's value. Using the GIA International Diamond Grading System™, diamonds are assigned a clarity grade that ranges from flawless (FL) to diamonds with obvious inclusions (I3). Inclusions are visible to the naked eye at SI<sup>2</sup>. It is important to note that every diamond is unique.'

### GIA Clarity Scale

VS<sub>1</sub>SI<sub>2</sub>

Flawless	Internally Flawless	VVS <sub>1</sub>	VVS <sub>2</sub>	VS <sub>1</sub>	VS <sub>2</sub>	SI <sub>1</sub>	SI <sub>2</sub>	I <sub>1</sub>	I <sub>2</sub>	I <sub>3</sub>
		VERY VERY SLIGHTLY INCLUDED		VERY SLIGHTLY INCLUDED		SLIGHTLY INCLUDED		INCLUDED		

Minimum requirement for our GIA certified diamonds: SI<sub>1</sub>



---

## Cut Shape

*Most diamonds are cut as round brilliant cuts. Any other cut is called a Fancy Cut diamond.*

An understanding of diamond cut begins with the shape of a diamond. The shape of a diamond is largely a matter of personal preference.

The angle and placement of the facets used to create these distinctive cuts is very precise and any deviation from the ideal proportions has an effect on the value of the finished gem.

### Round Brilliant Cut Diamonds



## GIA Classification



Marquise Cut



Pear Cut



Cushion Cut



Emerald Cut



Asscher Cut



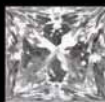
Brilliant Cut



Oval Cut



Radiant Cut



Princess Cut



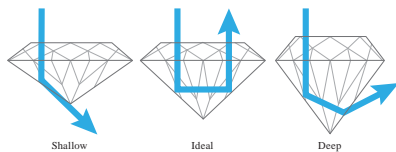
Heart Cut

## Cut Quality

*Diamond cutting is highly skilled and all cut shapes have specific guidelines to ensure they are considered well cut.*

A well-cut diamond will internally reflect light from one mirror-like facet to another and disperse and reflect it through the top of the gem. The facets, when arranged in precise proportions, will maximize reflection, refraction and “life” of a diamond.

A well-cut diamond will be higher in quality and value as diamonds that are cut too deep or too shallow lose light, resulting in less brilliance and a less valuable stone.



When providing a classification of cut quality, a diamond’s “finish” is also taken into consideration. This includes polish and symmetry.

**Polish** - The overall condition of the facet surfaces of a finished diamond.

**Symmetry** - The precision and balance of a finished gem’s cut.

“Very good” and “Excellent” ratings mean a higher quality cut diamond.

Minimum requirement for our GIA certified diamonds is “Very Good”.

**The cut of any diamond has three attributes:**

Brilliance (the total light reflected from a diamond), fire (the dispersion of light into the colours of the spectrum), and scintillation (the flashes of light, or sparkle, when a diamond is moved).



**Brilliance**

The total white light reflected from a diamond.



**Fire**

The dispersion of light into the colours of the spectrum.



**Scintillation**

The flashes of light, or sparkle, when a diamond is moved.

---

## Our Craftsmanship

### Traditional Goldsmithing

We believe the traditional techniques of the goldsmith produce the finest results. All of our settings are bespoke to fit the individual diamond, a method which is now rarely performed in the jewellery trade. This means a perfect fit.

P  
t

PLATINUM

**All of our diamond rings are set in platinum.** This is because platinum is the rarest, purest and whitest of precious metals, making it the perfect setting for diamonds as the metal enhances the qualities of the diamond. Platinum is strong and durable and therefore holds the diamond securely in place, protecting it from day-to-day wear, which is important for a ring worn everyday.

All of our rings are hand finished using traditional methods which today is very rare.

### Diamonds of 0.30cts to 0.80cts - Hand Finished

For stones in these sizes we use hand finished platinum mounts. Hand finishing in the traditional fashion requires silk to be threaded through the tiniest of drilled holes and pulled back and forth within each 'back-hole' to create a highly polished surface on which to set even the tiniest of stones.

### Diamonds Larger than 0.80cts - 100% Handmade

For stones larger than this we believe the size of the stone means that it is more vulnerable to the inevitable day to day knocks than a smaller stone. Diamonds over 0.80cts require the surroundings of platinum with a higher tensile strength. So in most cases, we recommend the very strongest manufacturing process for these settings which is the traditional method of hammering solid rods of platinum from the raw material into a ring and then hand finishing in the traditional fashion. This is a process that while not commonly used, nevertheless produces the very strongest of settings to protect your diamond which will be worn everyday.



## Classic Four Claw Setting



Brilliant cut diamond, set in platinum.

Hand finished.

Available from 0.45cts and upwards.

Available from £1,500.

## Tulip Setting



Brilliant cut diamond, set in platinum.

Hand finished.

Available from 0.45cts and upwards.

Available from £1,500.

## Pragnell Setting



Brilliant cut diamond, set in platinum.

100% handmade.

Available from 0.90cts.

## Thread Setting



Brilliant cut diamond, with brilliant cut diamond shoulders, set in platinum.

Hand finished.

Available from 0.45cts and upwards.

Available from £1,500.

## French Cut Setting



Brilliant cut diamond, with French cut diamond shoulders, set in platinum.

100% handmade.

Available from 0.90cts.

## Four Claw Twist Setting



Brilliant cut diamond, set in platinum.

Hand finished.

Available from 0.45cts and upwards.

Available from £1,500.

## Rubover Setting



Brilliant cut diamond, set in platinum.

Hand finished.

Available from 0.45cts and upwards.

Available from £1,500.

## Diamond Baguette Setting



Brilliant cut diamond with tapered baguette shaped diamond shoulders, set in platinum.

100% handmade.

Available from 0.90cts and upwards.

## Millegrain Cluster Setting



Brilliant cut diamond with a millegrain cluster setting, in platinum.

Hand finished.

Available from 0.45cts.

Available from £1,500.

## Millegrain Cluster Setting



Brilliant cut diamond with a millegrain cluster setting, in platinum.

100% handmade.

Available from 0.90cts.

## Classic Emerald Cut Setting



Emerald cut diamond, set in platinum.

Hand finished.

Available from 0.45cts.

Available from £1,500.

## Emerald and Baguette Cut Setting



Emerald cut diamond with tapered baguette shaped diamond shoulders, set in platinum.

100% handmade.

Available from 0.90cts.

## Heart Shaped Classic Setting



Heart shaped diamond, set in platinum.

Hand finished.

Available from 0.45cts.

Available from £1,500.

## Split Millegrain Marquise Setting



Marquise cut diamond with  
split diamond shoulders, set in platinum.

100% hand finished.

Available from 0.90cts upwards.

## Princess Cut Classic Setting



Princess cut diamond, set in platinum.

Hand finished.

Available from 0.45cts.

Available from £1,500.

## Princess Cut and Trilliant Setting



Princess cut diamond with trilliant cut diamond shoulders, set in platinum.

100% handmade.

Available from 0.90ct upwards.

## Pear Shaped Diamond Thread Setting



Pear shaped diamond, set in platinum.

Hand finished.

Available from 0.55ct and upwards.

Available from £1,500.

## Pear Shaped Diamond Three Stone Setting



Pear shaped diamond with pear shaped diamond shoulders, set in platinum.

100% handmade.

Available from 0.90cts upwards.

## Classic Asscher Cut Setting



Asscher cut diamond, set in platinum.

Hand finished.

Available from 0.45cts.

Available from £1,500.

## Asscher and French Cut Setting



Asscher cut diamond with french cut diamond shoulders, set in platinum.

100% handmade.

Available from 0.90cts.

## Cushion Cut Thread Setting



Cushion shaped diamond with diamond shoulders, set in platinum.

100% handmade.

Available from 0.90cts upwards.

## Cushion Cut Three Stone Setting



Three cushion shaped diamonds with split diamond shoulders, set in platinum.

100% handmade.

Available from 0.90cts (centre stone) and upwards.

## Three Stone Coronet Setting



Three brilliant cut diamonds,  
set in platinum.

100% handmade.

Available from 0.90cts (centre stone)  
and upwards.

## Three Stone Tulip Setting



Three brilliant cut diamonds,  
set in platinum.

Hand finished.

Available from 0.55cts (centre stone)  
and upwards.

## Three Stone Claw Setting



Three brilliant cut diamonds,  
set in platinum.

Hand finished.

Available from 0.55cts (centre stone)  
and upwards.

## Classic Emerald Cut Three Stone Setting



Three emerald cut diamonds,  
set in platinum.

Hand finished.

Available from 0.55cts (centre stone)  
and upwards.

## Infinity Diamond Setting



Round brilliant cut diamond with pear shaped diamond shoulders, set in platinum.

100% handmade.

Available from 0.50cts (centre stone) and upwards.

Available from £5,200.

## Oval Diamond and Trefoil Setting



Oval diamond with trefoil diamond shoulders, set in platinum.

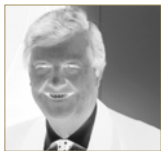
100% handmade.

Available from 0.50cts (centre stone) and upwards.

Available from £3,600.

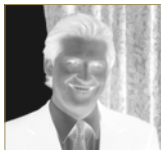
## Our Jewellery Specialists

*We help our customers with their most cherished moments.*



### **Jeremy Pragnell**

Jeremy started as a stone picker for a London manufacturer of quality jewellery, where he gained his gemmology qualifications. He then spent a year gathering experience first in Germany and then Switzerland, followed by two years working for Garrards, the then Crown Jewellers, in London. In 1972 he joined the family business in Stratford-upon-Avon.



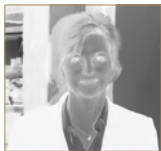
### **Charlie Pragnell**

Charlie started in America studying gemmology and jewellery design at the Gemmological Institute of America, based in Carlsbad, California. Charlie then worked with diamonds in New York before completing an apprenticeship there in antique and period jewellery. Charlie is now the firm's principle gemstone buyer.



### **Jane Barrett**

Jane has an exceptional understanding of jewellery. Having recently celebrated 30 years with George Pragnell, Jane heads the jewellery department and has responsibility for showroom display, jewellery design, the diamond ring collections, the fine jewellery collections and the masterpiece collection.



### **Vicky Sharman**

Vicky is our Showroom Manager, an experienced member of the team and is responsible for ensuring that every customer has a memorable experience when visiting the showroom through quality presentation and outstanding customer service. Vicky has a Professional Jewellery Gemmology Diploma (PJ. Gem.Dip).



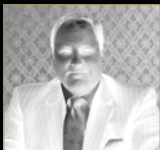
#### **Denis Lavery**

Denis has over 30 years experience in the jewellery industry and has been with George Pragnell for 24 years. Denis heads a team of twelve, and specialises in the computer-aided design of individual commissions of the most exquisite pieces, which are then handmade by our senior craftsman.



#### **Nigel Prudhoe**

Nigel heads a team of twelve in Stratford-upon-Avon and has almost 30 years experience within the jewellery trade. He assists our customers with the sourcing of some of the most unique and unusual pieces the world has to offer. He is extremely knowledgeable in all aspects of the jewellery trade.



#### **James McVittie – London, By Appointment**

James started his jewellery career in 1987 with Garrard & Co., at the time, the Crown jewellers. Having worked for some of the world's finest jewellery companies James was invited to join George Pragnell to run the London showroom and brings with him nearly twenty five years of experience with jewellery.



#### **Helen Westwood**

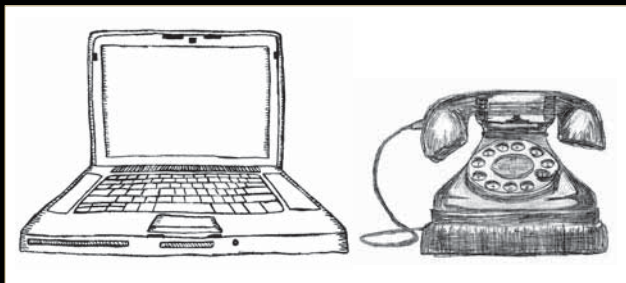
Helen is responsible for the antique and period jewellery department and has a good understanding of the evolution of diamond rings. Helen is an Accredited Jewellery Professional (AJP) and has completed GIA qualifications in grading Diamonds, Coloured Stones and Pearls. She is currently studying to become a Graduate Gemmologist.



#### **Claire Whitmore**

Claire has a variety of responsibilities, a good understanding of gemstones and a passion for jewellery design. Claire is an Accredited Jewellery Professional (AJP) and has completed GIA qualifications in grading Diamonds, Coloured Stones and Pearls. Claire is studying to become a Graduate Gemmologist.

## Booking an Appointment



Our team of experts will help you with one of the most important purchases of your life. We like to make buying a diamond ring a special and memorable experience in every way. During your appointment with one of our experts you will be given all the time in the world to ask all the questions you like over a glass of champagne or a cup of tea.

We have ideas for original and, most importantly, romantic proposals and suggestions of how best to prepare. If you have a specific budget then we can cater for that - just let us know. We are also able to put you in touch with insurers should you require.

5&6 Wood Street  
Stratford-upon-Avon  
CV37 6JA

Telephone: +44 (0)1789 267072  
Email: [enquiries@pragnell.co.uk](mailto:enquiries@pragnell.co.uk)  
Website: [www.pragnell.co.uk](http://www.pragnell.co.uk)

Park Place  
St. James's  
London

Telephone: +44 (0)207 409 2845  
Fax: +44 (0)207 409 3104  
Email: [james.mcvittie@pragnell.co.uk](mailto:james.mcvittie@pragnell.co.uk)

CREATED  
TO  
SCINTILLATE ✨