

DIAMO ELITE · BUYER GUIDE

The 4C & Fancy-Colour *Pricing Guide*

How the industry actually prices a diamond —
and what changes at a flat €350/ct.

For buyers, gemmologists and resellers.

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MINI-LESSON · 4 MINUTES

How the industry actually prices a diamond.

A traditional per-stone quote is a stack of multipliers — one for each of the 4Cs, then an entirely separate ladder for fancy colour. This guide walks through that stack using a real €900/ct baseline (a 1 ct H / SI1 / Very Good IGI round) so you can see where each euro comes from — and what disappears at DIAMO ELITE's flat rate.

One rate. €350/ct up to 3 ct, €400/ct from 3 ct. Colour, clarity, cut, shape and fancy hue don't move the number.

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STEP 1

Colour ladder

Moving from H (baseline) up to icy-white D adds roughly 60% to the per-carat rate — even though the visual difference under normal light is subtle. Colour is graded face-down against a white card under controlled light; most buyers cannot tell G from D face-up in a ring.

Grade	Multiplier	€ / ct
H · Near-colourless	×1.00	€900
G · Near-colourless+	×1.15	€1 035
F · Colourless	×1.30	€1 170
E · Colourless+	×1.45	€1 305
D · Icy white	×1.60	€1 440

Reading the ladder: a 1 ct D-colour stone lists at $€900 \times 1.60 = €1,440/\text{ct}$ before clarity or cut are even applied.

STEP 2

Clarity ladder

Going from an eye-clean SI1 to Internally Flawless roughly doubles the price of the same physical stone. Inclusions in VS and up are only visible under 10× magnification — a jeweller's loupe, not the naked eye.

Grade	Multiplier	€ / ct
SI1 · Eye-clean	×1.00	€900
VS2 · Very slight	×1.15	€1 035
VS1 · Very slight+	×1.28	€1 152
VVS2 · Almost flawless	×1.45	€1 305
IF · Internally flawless	×1.70	€1 530

STEP 3

Cut grade

Cut is the only C the diamond cutter controls. A Triple Excellent / Ideal grade adds another ~25% on top of a Very Good stone of identical colour and clarity. This is the C most worth paying for — it is what makes a diamond visibly return light.

Grade	Multiplier	€ / ct
Good	×0.90	€810
Very Good	×1.00	€900
Excellent	×1.15	€1 035
Ideal / 3EX	×1.25	€1 125

STEP 4

Fancy-colour multiplier

This is where per-stone pricing really diverges. A Fancy Vivid Yellow costs ~2.8× the colourless equivalent, Fancy Vivid Blue ~3.4×, Fancy Vivid Pink ~3.8× — applied on top of the colour, clarity and cut stack above. The multipliers are a market convention (rarity in natural stones), not a manufacturing cost in lab-grown production.

Grade	Multiplier	€ / ct
Colourless D-F · Baseline	×1.00	€900
Fancy Light Yellow	×1.40	€1 260
Fancy Intense Yellow	×2.10	€1 890
Fancy Vivid Yellow	×2.80	€2 520
Fancy Vivid Blue	×3.40	€3 060
Fancy Vivid Pink	×3.80	€3 420

WORKED EXAMPLES

Two stones, in euros.

The multipliers stack. Below is exactly how a 1 ct D/VVS2/Ideal round and a 1 ct Fancy Vivid Yellow VS1 are built up at a traditional retailer, versus DIAMO ELITE's flat rate for the same IGI-certified stone.

EXAMPLE 1 · 1 CT D / VVS2 / IDEAL ROUND

Baseline (1 ct H / SI1 / VG) €900/ct

Colour D ×1.60

Clarity VVS2 ×1.45

Cut Ideal / 3EX ×1.25

Marketplace price €2,610

Same stone at DIAMO ELITE €350

You pay ~€2,260 less for identical IGI paperwork — the colour, clarity and cut rungs simply don't enter the price.

EXAMPLE 2 · 1 CT FANCY VIVID YELLOW VS1

Colourless equivalent (F / VS1 / VG) €1,498/ct

Fancy Vivid Yellow multiplier ×2.80

Marketplace price €4,194

Same stone at DIAMO ELITE €350

Origin is identical — same CVD/HPHT reactor, same IGI report format. The 2.8× hue premium is a pricing convention, not a manufacturing cost.

The DIAMO ELITE rule: one flat rate replaces the entire stack. €350/ct up to 3 ct, €400/ct from 3 ct.

APPENDIX

Source & methodology

Multipliers are illustrative, drawn from published Rapaport price-sheet bands and IGI wholesale ladders (November 2025). Real quotes at other retailers will vary by individual stone, but the shape of per-stone pricing — colour + clarity + cut + fancy hue, stacked — is the industry norm across the EU market.

Baseline stone

- 1.00 ct round brilliant, IGI-certified lab-grown.
- Colour H, clarity SI1, cut Very Good.
- Reference per-carat rate: €900/ct — the median EU marketplace entry point in Nov 2025 for that specification.

Ladder multipliers (vs. baseline)

- Colour H→D: $\times 1.00$, $\times 1.15$, $\times 1.30$, $\times 1.45$, $\times 1.60$.
- Clarity SI1→IF: $\times 1.00$, $\times 1.15$, $\times 1.28$, $\times 1.45$, $\times 1.70$.
- Cut Good→Ideal / 3EX: $\times 0.90$, $\times 1.00$, $\times 1.15$, $\times 1.25$.
- Fancy hue vs. colourless: Light Yellow $\times 1.4$, Intense Yellow $\times 2.1$, Vivid Yellow $\times 2.8$, Vivid Blue $\times 3.4$, Vivid Pink $\times 3.8$.

Calculations shown

Example 1: $\text{€}900 \times 1.60 \times 1.45 \times 1.25 = \text{€}2,610$.

Example 2: $\text{€}900 \times 1.30 \times 1.28 = \text{€}1,498/\text{ct}$, then $\times 2.80 = \text{€}4,194$.

All figures rounded to the nearest euro.

Marketplace cross-checks

Reference prices sampled from fashiongold.It's public "special offer" listing and from Rapaport-indexed EU retailers. See diamoelite.com for the live marketplace snapshot that underpins this guide.

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