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Shopping for Loose Diamonds Via the Internet by [Alexandra Gulkin](#)

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When you think about purchasing a diamond, you probably envision yourself in a jewelry store looking through an assortment of beautiful, sparkling loose diamonds. Truth be told, in a jewelry store, your choices are quite limited and you're going to pay top dollar for whatever stone you choose. There has to be a better way to get the diamond you want at a price you can afford, and there is.

Shopping for loose diamonds via the Internet opens up a world of possibilities for you. Whether you prefer EGL Certified Diamonds or GIA Certified Diamonds (there is a difference), you are almost guaranteed to find the diamond of your dreams via the Internet. First though, you have to know what you are looking at and looking for when it comes to loose certified diamonds. Here are a few bits of knowledge to get you started.

When searching for loose diamonds, you need to understand the grading system for cut, color, clarity and carats. Not all diamonds are created equal, some are simply more brilliant than others, just as some cuts are more popular amongst buyers than others. If you find a diamond that you are interested in purchasing, see which organization, if any, has certified the diamond. From there, you can look up the grading system for the GIA, EGL, or other diamond certification laboratory to determine if it truly the quality of diamond you want.

What is the difference between EGL and GIA certifications? The GIA (Gemological Institute of America) is the most consistent grader of diamonds in the world. They are considered to be "the gold standard" in the industry. The EGL (European Gemological Laboratory) is said to have more lax standards than the GIA, this is particularly true of their International/Israel location. However, you will probably get a cheaper price on the EGL Certified Loose Diamonds, which can make them more attractive to some consumers.

Loose Diamonds certifications aside, beauty is in the eye of the beholder. If you find a diamond that you like at a price that is fair and that is within your price range, then by all means purchase it. Sometimes inclusions can be covered up with a prong when you have the diamond set, and many inclusions aren't even visible to the naked eye. Just remember that buying diamonds is an investment, and you want to be sure that you are getting the best deal for your money.

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Alexandra Gulkin is a reporter, writer and columnist in the jewelry industry. She is celebrated for her real-time coverage of trade shows, jewelry trends in a [loose diamonds](#), gemstones, events and secrets on where to find the highest quality a [certified loose diamonds](#).

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