NINA NVOVA



THE COMPLETE VISUAL GUIDE

The Natural Diamond Engagement Ring Guide

Choose a beautiful stone with confidence

A NinaVova natural-diamond ring design

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A visual guide from NinaVova.

START WITH HER

A diamond is only part of the story.

Start with the person who will wear the ring.



2.60 CT ROUND E COLOR, VVS1 CLARITY, EXCELLENT CUT

Look at the jewelry she already wears, the shapes she prefers and how a ring will fit her everyday life. The best diamond is one she enjoys looking at, in a setting that works for her.

A meaningful ring begins with her, not a list of grades.

Real catalog photograph; tap the image to see the listing.

NATURAL DIAMONDS

What makes a diamond natural?

A natural diamond formed through geological processes.

EARTH-FORMED

GEOLOGICAL JOURNEY

LABORATORY VERIFICATION



2.09 CT MARQUISE E COLOR, VVS2 CLARITY

Natural diamonds form deep within Earth and are brought toward the surface by geological processes. Growth and later events can leave internal features. Natural does not automatically mean untreated.

Ask for identity, any disclosed treatments and the laboratory report in writing.

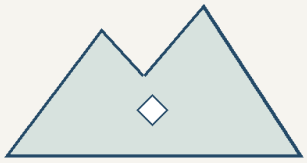
Conceptual illustration; identity cannot be established by a picture.

KNOW THE MATERIAL

Natural, lab-grown or imitation?

Similar appearance can represent different materials or origins.

NATURAL DIAMOND



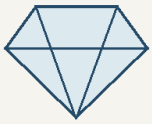
Grows through geological processes over time.

LAB-GROWN DIAMOND



Grows in controlled HPHT or CVD conditions.

DIAMOND SIMULANT



A different material such as moissanite or cubic zirconia.

NATURAL AND LAB-GROWN ARE BOTH DIAMOND · SIMULANTS ARE DIFFERENT MATERIALS

Concept diagrams are not photographs or identification tests. Ask for the material and origin in writing.

Natural and laboratory-grown diamonds are both diamond. Moissanite and cubic zirconia are different materials used as diamond alternatives. Looking at a photo cannot reliably establish origin.

Choose the origin and material that fit your priorities, then compare the individual stone.

Illustration is conceptual. Ask an independent laboratory about identification.

THE 4CS

Four qualities, one decision.

Cut, color, clarity and carat describe different things.

CUT: LIGHT & CRAFT

COLOR: BODY COLOR

CLARITY & CARAT



2.04 CT MARQUISE F COLOR, IF CLARITY

Cut influences how light is returned; color describes absence of body color in the D–Z range; clarity records features under magnification; carat measures weight. They interact with shape, lighting and personal preference.

A report is evidence. Your eyes decide whether the diamond feels right.

Grading systems and scopes differ between laboratories.

DIAMOND SHAPES

Start with the outline.

These are separate natural diamonds in NinaVova's catalog.



2.52 CT OVAL D COLOR, VVS2 CLARITY



2.51 CT CUSHION BRILLIANT G COLOR, VS1 CLARITY



2.83 CT EMERALD F COLOR, VVS1 CLARITY

Oval, cushion and emerald shapes offer different outlines and facet patterns. Shape is personal; it is not the same as cut quality. See each stone in motion and ask how it will be protected by its setting.

Notice whether she prefers soft curves, clean steps or crisp geometry.

Individual photos use different lighting and are not side-by-side performance tests.

MORE SHAPES

Explore more possibilities.

Real natural catalog examples, photographed independently.



2.71 CT PEAR D COLOR, VS2 CLARITY



2.93 CT RADIANT F COLOR, VVS2 CLARITY, GOOD CUT



2.01 CT MARQUISE E COLOR, VVS1 CLARITY

Pear and marquise shapes have pointed ends that need thoughtful protection; radiant cuts use a different faceting pattern. Compare the actual pattern and outline rather than a shape name alone.

Select an image to view its current catalog listing.

Availability, descriptions and photographic conditions can change.

CUT AND LIGHT

What makes a diamond sparkle?

Cut quality affects how a diamond interacts with light.



2.94 CT ROUND F COLOR, VVS2 CLARITY, EXCELLENT CUT

Brightness is reflected white light; fire is dispersed color; scintillation is the changing pattern and sparkle as the stone, light or observer moves. Compare in diffuse daylight and ordinary indoor light.

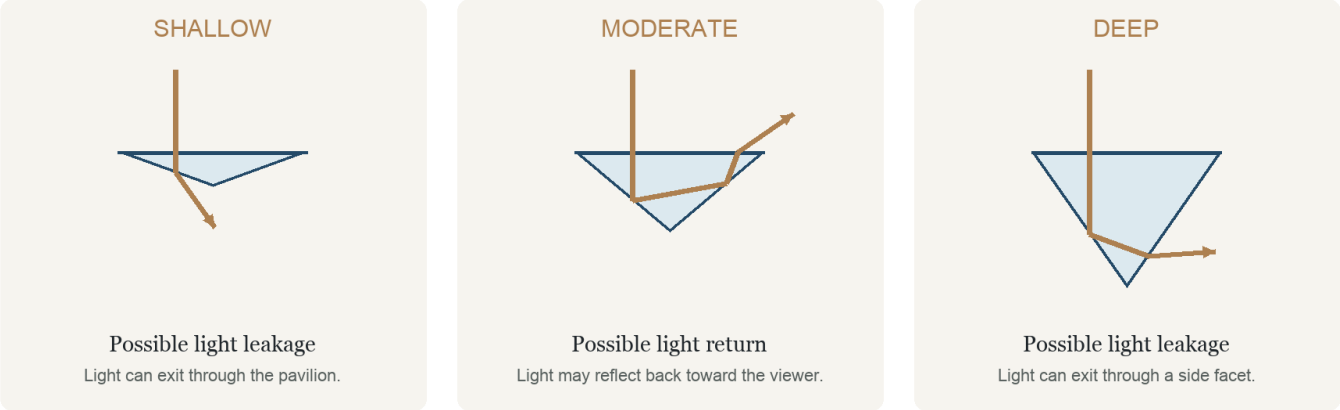
A strong grade does not remove the need to see the actual stone.

Real catalog example; its appearance varies with lighting and camera setup.

PROPORTIONS

Look at the whole cut.

No single angle or percentage predicts beauty.



ONE IDEALIZED RAY · n = 2.417 · FLAT TABLE AND SYMMETRIC PAVILION

A simplified 2D model—not a cut grade. Real facets, angles, viewing and lighting change the result.

Table, crown, pavilion, girdle, symmetry and polish work together. A shallow or deep profile can change light return and face-up spread, but the precise outcome depends on the entire facet design.

Ask for measurements, a report and a moving view of the stone.

Cross-sections are schematic, not a calculated ray trace or prescribed ideal.

ROUND CUT GRADES

Know what a cut grade covers.

The laboratory's grading scope matters.



2.24 CT ROUND D COLOR, FL CLARITY, EXCELLENT CUT

GIA issues a cut grade for eligible standard round brilliant D–Z natural diamonds. It considers appearance, design and craftsmanship; other shapes require their own visual assessment and report details.

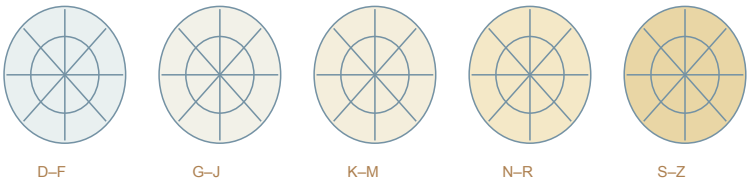
Do not assume a seller's "ideal" claim is the same as a GIA grade.

Catalog photo. See the issuing laboratory for the actual report and grading scope.

COLOR

D to Z: how color is described.

The scale assesses body color from colorless to light.



Illustrative guide to relative color groups; not calibrated grading masterstones.



2.01 CT PRINCESS G COLOR, VVS1 CLARITY

GIA grades D–Z diamonds under controlled conditions against comparison stones. Small differences can be hard to judge face-up and depend on lighting, setting and personal sensitivity.

Compare diamonds side by side under consistent conditions.

Swatches are conceptual. Colored illustrations cannot establish a diamond grade.

FANCY COLOR

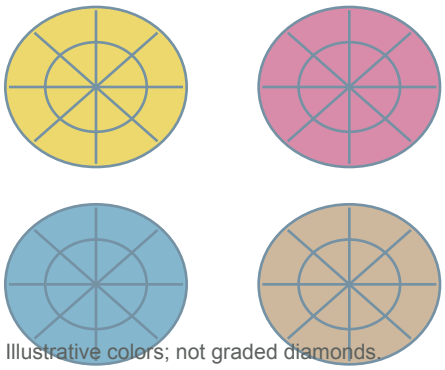
Colored diamonds use another system.

Yellow, pink, blue and other fancy colors are evaluated differently.

COLOR CAN BE THE FEATURE

PINK · BLUE · YELLOW

GRADE THE ACTUAL STONE



Illustrative colors; not graded diamonds.

Fancy-color diamond grading considers the appearance and distribution of color. Natural origin and whether color is natural or treated affect value, so read the report and treatment disclosure carefully.

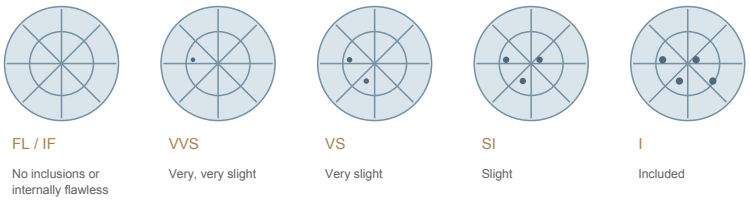
Do not use the D–Z colorless scale as a shortcut for fancy color.

Concept diagram; consult an independent colored-diamond report.

CLARITY

What clarity grades mean.

A grade describes features considered at 10× magnification.



FL / IF	VVS	VS	SI	I
No inclusions or internally flawless	Very, very slight	Very slight	Slight	Included

Schematic only; dots do not reproduce grading standards or guarantee visibility.



3.00 CT HEART D COLOR, VS2 CLARITY

The scale runs from Flawless and Internally Flawless through VVS, VS, SI and Included. Grade depends on the size, number, nature, position and visibility of features, not simply their presence.

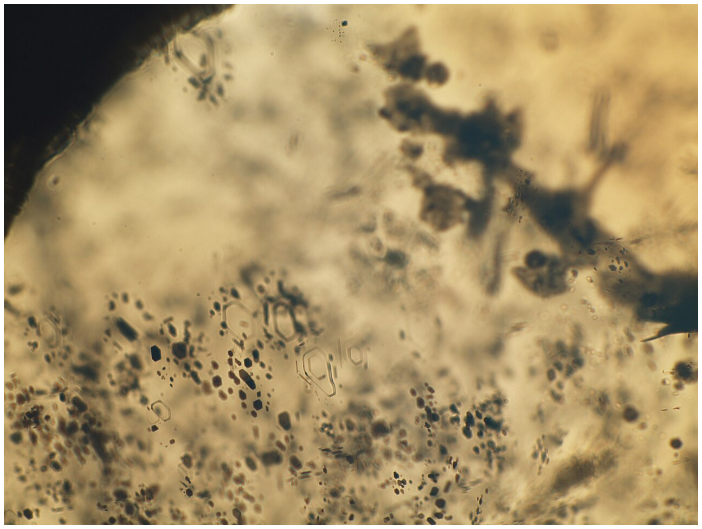
Ask whether features are visible at a normal viewing distance and whether they affect durability.

Icons are schematic; dot count is not a grading method.

INCLUSIONS

Look beyond a clarity abbreviation.

Location and type matter as well as grade.



A crystal, feather, cloud or surface blemish may affect appearance differently. Ask for magnified images and an unfiltered face-up video, and discuss any feature close to a vulnerable edge.

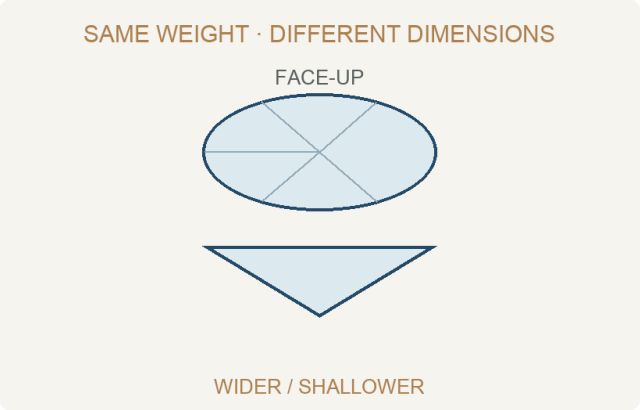
“Eye-clean” is not a universal laboratory grade; ask how it was judged.

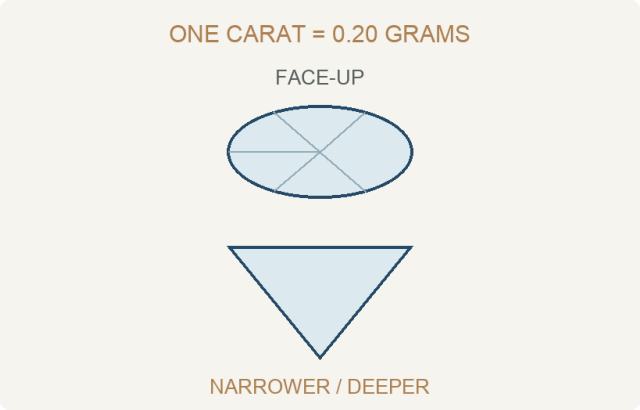
Photomicrograph: mineral micro-inclusions in a CO□-rich diamond. Evgenii Barannik, CC BY 4.0; select image for source. This is not a typical clarity grade.

CARAT AND SIZE

Carat is weight, not size.

One carat equals 0.20 grams.





SAME MATERIAL AND ILLUSTRATIVE EQUAL VOLUME; FACET AND CROWN DETAILS ARE SIMPLIFIED.

Carat measures weight. Compare length × width × depth in millimeters and inspect actual stones.

Face-up dimensions depend on shape and depth as well as weight. Compare the measurements printed on the report and ask to see the stone in a setting or on a finger.

A deeper stone may carry more weight without looking wider from above.

Illustrations are not shown at a common physical scale.

SPREAD AND SHAPE

Look at millimeters.

Length and width tell a more useful size story than weight alone.



2.80 CT OVAL E COLOR, VS2 CLARITY

Round diamonds are listed with minimum and maximum diameter; fancy shapes generally have length, width and depth. A longer shape can cover the finger differently even at a similar carat weight.

Ask for dimensions, and compare them with the intended setting.

Real catalog example; photographic magnification does not indicate actual scale.

FLUORESCENCE

Understand fluorescence.

It describes a response to ultraviolet light.



2.16 CT CUSHION MODIFIED F COLOR, IF CLARITY

A diamond can glow under long-wave UV; a report describes the strength and color. Fluorescence is not a cut or clarity grade, and its effect on appearance varies by stone.

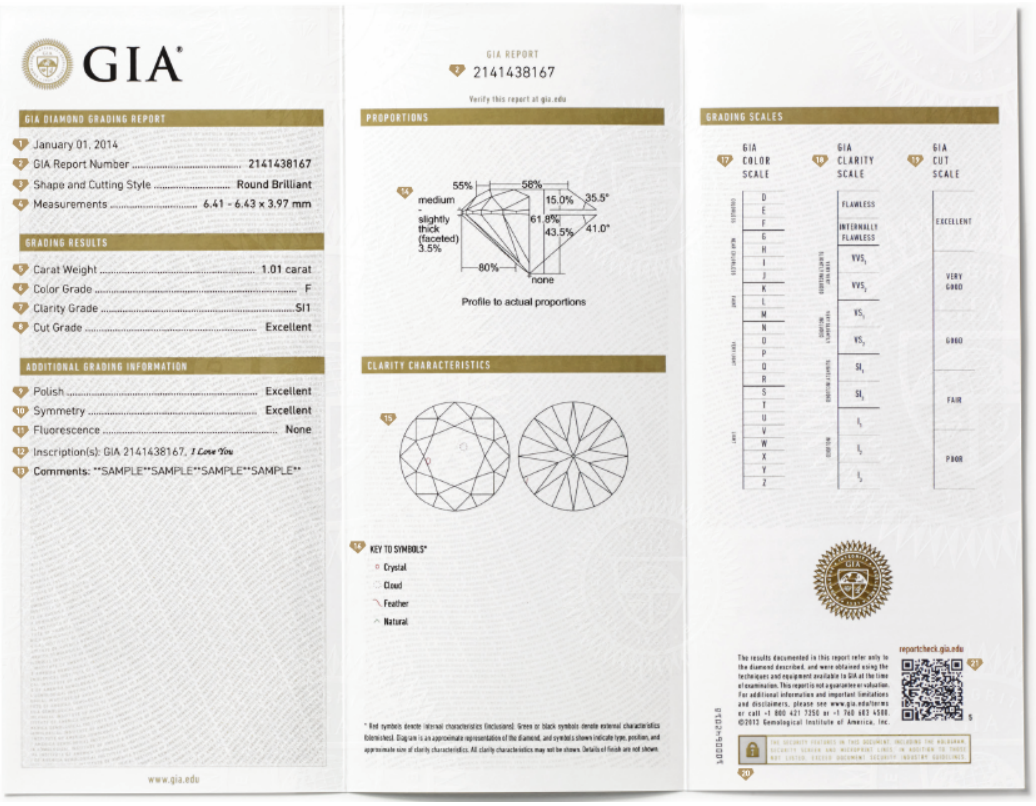
View the actual diamond in several lighting environments before judging it.

The pictured diamond is not presented as a fluorescence demonstration.

THE REPORT

Read a GIA sample report.

A real sample helps you locate the report's important fields.



GIA SAMPLE: NATURAL DIAMOND GRADING REPORT

Read identity, report number, measurements, carat, color, clarity, cut when applicable, finish and fluorescence. Match the inscription and verify the document with the issuing lab.

Illustrative GIA sample, not a report for a diamond offered here. A grading report is not a price appraisal.

REPORT DETAILS

Read the actual fields.

A closer look at the official GIA sample shown on the previous page.



GIA

GIA DIAMOND GRADING REPORT

1 January 01, 2014
2 GIA Report Number 2141438167
3 Shape and Cutting Style ..... Round Brilliant
4 Measurements ..... 6.41 - 6.43 x 3.97 mm

GRADING RESULTS

5 Carat Weight ..... 1.01 carat
6 Color Grade ..... F
7 Clarity Grade SI1
8 Cut Grade ..... Excellent

ADDITIONAL GRADING INFORMATION

9 Polish ..... Excellent
10 Symmetry ..... Excellent
11 Fluorescence ..... None
12 Inscription(s): GIA 2141438167, *I Love You*
13 Comments: **SAMPLE**SAMPLE**SAMPLE**SAMPLE**

REPORT NUMBER

The sample displays GIA 2141438167; verify a real number with the issuer.

SIZE & WEIGHT

The sample measures 6.41–6.43 × 3.97 mm and weighs 1.01 ct.

GRADES

This sample states F color, SI1 clarity and Excellent cut.

OTHER DETAILS

Polish, symmetry, fluorescence and inscriptions are listed separately.

The image is an official example, not a report for an offered stone. Check the full report and its terms.

TREATMENTS

Ask what has been done.

Treatment changes the story and may affect care.



2.57 CT EMERALD D COLOR, VS1 CLARITY, EXCELLENT CUT

Some diamonds undergo color or clarity treatments. Ask about high-pressure processing, laser drilling, coatings or filling as applicable; read the exact report and obtain written disclosure.

Tell a jeweler about any treatment before cleaning, setting or repair.

A photograph alone cannot identify a treatment.

ORIGIN AND TRACEABILITY

Origin is a documented claim.

Formation, place and responsible sourcing are different questions.

ORIGIN CLAIM

EVIDENCE

DOCUMENTED CHAIN



2.15 CT PRINCESS D COLOR, VS2 CLARITY

A natural origin tells you how a diamond formed; a mine or country claim needs its own documentation. Ask what the seller can substantiate about the particular stone and how any provenance information was obtained.

A report establishes the findings it states; it is not automatically a complete chain of custody.

Conceptual illustration.

PRICE AND VALUE

Compare the complete offer.

The price of a finished ring includes more than its center.



2.00 CT PEAR D COLOR, VVS1 CLARITY

Weight, color, clarity, cut, shape, treatment, report and market conditions can affect diamond price. Compare the specific stone and ask what the written total includes: setting, taxes, shipping, insurance and service.

Do not buy from a discount percentage alone; confirm terms and the actual diamond.

Catalog availability and price can change; contact NinaVova for a current quote.

CHOOSE CONFIDENTLY

See, compare, verify.

A repeatable process makes the final choice easier.



2.52 CT PEAR F COLOR, VVS1 CLARITY

Request the same viewing conditions for each option, read the complete report and verify the number with its issuer. Ask about returns, timing, sizing, treatment and responsibility during setting.

Make the trade-offs around the person and the budget—not an arbitrary rule.

Individual catalog example; follow the link to confirm current information.

THE SETTING

Design around the actual stone.

Beauty, wearability and protection work together.



2.92 CT RADIANT F COLOR, VS1 CLARITY

Discuss prong or bezel construction, height, the wedding-band fit and protection for corners or points. A setting should secure the diamond while reflecting the wearer’s style.

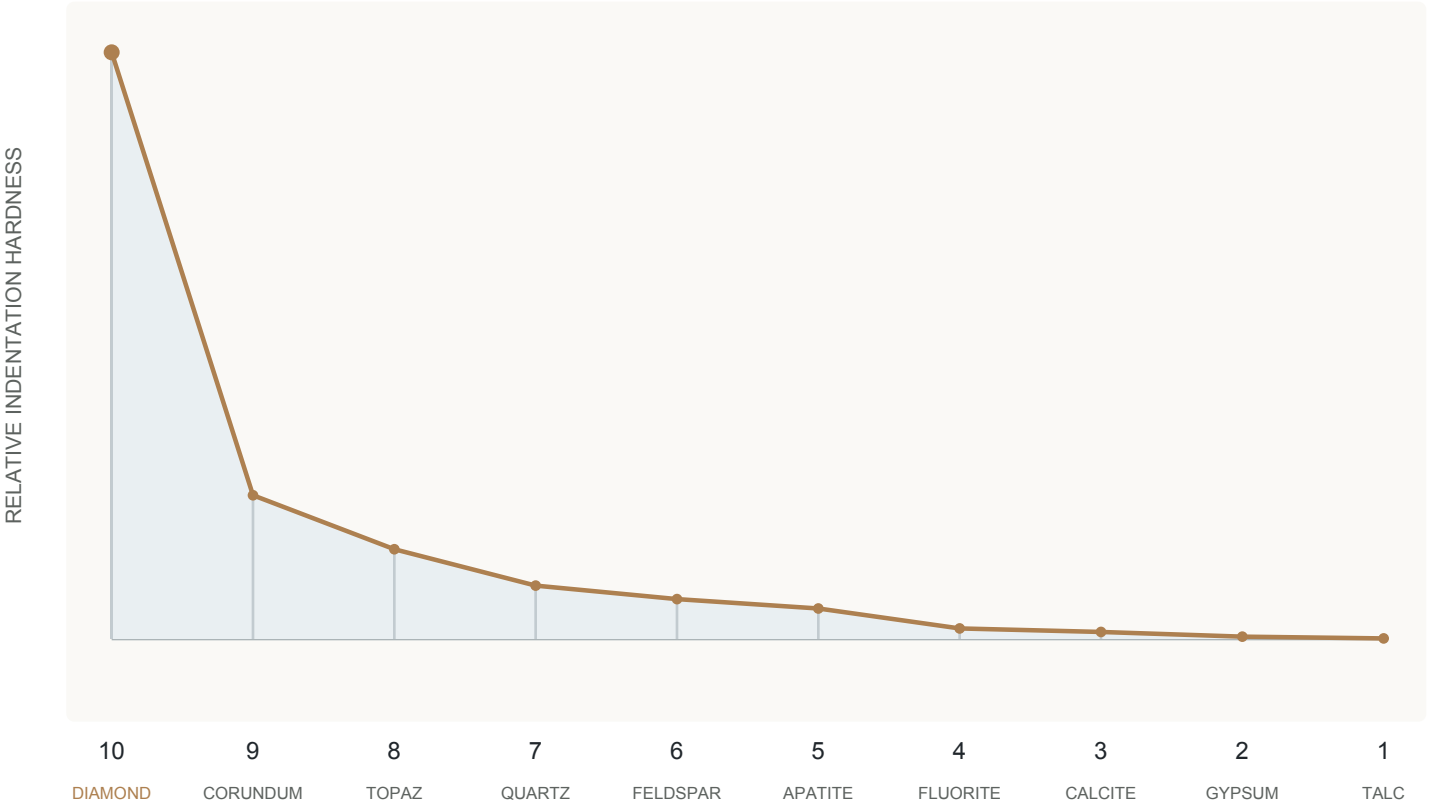
Review the complete design before the ring is made.

Catalog image shows a loose diamond; the final ring can be custom designed.

DURABILITY AND CARE

The Mohs hardness scale.

Diamond ranks 10 for scratch resistance; hardness is not toughness.



MOHS RANK · 10 HARDEST TO 1 SOFTEST

WHY THE BIG DROP?

Mohs ranks are not equal intervals. Diamond is many times harder than corundum even though their ranks differ by only one.

Hardness describes resistance to scratching; it does not measure resistance to chipping. The curve is a schematic comparison, not a Mohs value axis.

Sources: GIA diamond care and Mineralogical Society of America hardness references.

CARE

Hard does not mean unbreakable.

Diamond is Mohs 10 for scratch resistance.



2.51 CT RADIANT F COLOR, VS2 CLARITY

Diamond can still chip or fracture, especially at edges. Ask before using ultrasonic or steam cleaning, particularly when treatments, accent stones or a vulnerable setting are present.

Remove a ring for hard knocks and have the setting inspected.

Follow a jeweler’s care advice for the complete ring, not just the center.

WATCH WITH SERGEY

See the diamonds in motion.

Select a thumbnail or title to open the video.



Which Diamond Shape Sparkles the Most? (Real Comparison Explained)

WATCH ON YOUTUBE >



Why Each Diamond Shape Sparkles Differently — Expert Breakdown (Part 2)

WATCH ON YOUTUBE >



Diamond Market 2025: Lab Prices Crash, Natural Repositions—What It Means for You

WATCH ON YOUTUBE >

OUR PROCESS

From what you know about her to a finished ring.

A personal, five-step process with NinaVova.

STEP 1

Discovery & Design

The journey begins with understanding your vision and translating it into a unique ring design.

Personal Consultation: We initiate a detailed conversation to capture the essence of your desired design.

Design Inspiration: Presenting examples of previous works to showcase what's possible and inspire your selection.

Sketching Ideas: Our designers sketch several versions of your ring, refining the concept to match your vision.



CUSTOM PROCESS 2

From what you know about her to a finished ring.

A personal, five-step process with NinaVova.

STEP 2



Gemstone & Metal Selection

Choosing the perfect materials to bring your custom ring to life.

Choosing the Right Stone: We offer a serious selection process, explaining all gemstone options and providing educational materials.

Trusted Vendors: We provide multiple options from our reliable vendors with whom we have longstanding relationships.

Custom Cuts: If your vision includes a unique gemstone shape, we can custom-cut the stone for you.

MODEL AND CRAFT

From what you know about her to a finished ring.

A personal, five-step process with NinaVova.

STEP 3

3D Modeling & Approval

Visualizing your ring in precise detail before it comes to life.

3D Presentation: We create a 3D model of your ring, allowing you to visualize and turn it around, ensuring it matches your expectations.

Design Finalization: We proceed only when you are completely satisfied with every detail of the design and model.



3D MODEL EXAMPLE · VIEW ONLINE TO ROTATE

CUSTOM PROCESS 4

From what you know about her to a finished ring.

A personal, five-step process with NinaVova.

STEP 4



Craftsmanship & Creation

Bringing your ring to life with meticulous attention to detail and quality craftsmanship.

Wax Modeling: Creating a wax model to capture the intricate details of your design before casting in metal.

Expert Crafting: Our artisans craft your ring, focusing on alloy creation, meticulous polishing, and precise stone setting.

DELIVERY

From what you know about her to a finished ring.

A personal, five-step process with NinaVova.

STEP 5

Delivery

The final step where your custom engagement ring is ready to be delivered and cherished.

Complimentary Shipping: Your ring is shipped to you for free, anywhere in the world.

Lifetime Warranty: All our rings come with a lifetime warranty, ensuring your peace of mind (with the exception of accidental damage).



NINAVOVA BLOG

Keep exploring with NinaVova.

Read more from Sergey about diamonds and custom engagement rings.

SALT-AND-PEPPER DIAMONDS

Discover diamonds with character and inclusions.

READ ON NINAVOVA >

DIAMOND ALTERNATIVES

Explore diamond and gemstone alternatives.

READ ON NINAVOVA >

YOUR CUSTOM RING GUIDE

Explore materials, design and the custom process.

READ ON NINAVOVA >

SHOP NATURAL DIAMONDS

Browse actual diamonds in our catalog.

READ ON NINAVOVA >

Continue learning at ninavova.com.