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Visit Hearts of London Showroom in Hatton Garden for Buying Quality Diamonds at Best Prices!

by Editor123

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Clients looking for class, value and quality when buying diamond jewellery are fast turning to direct jewellers such as the Hearts of London. The reason behind this swift move is the unremitting spike that started in the prices of diamonds and precious metal last year. While diamond prices rose by 20%, gold prices leapt past USD 1500 per ounce, making diamond jewellery virtually out of the reach of the commoners. While most couples had to compromise either on the quality or size of the diamonds in their engagement/ wedding rings, the smarter couples preferred turning to direct jewellers.

Hearts of London Specialises in GIA & IGI Diamonds

One of the leading direct diamond jewellers in the United Kingdom, Hearts of London promises outstanding quality and value for money. Hearts of London specialises in GIA and IGI diamonds that are ethically sourced, guaranteed conflict free and independently certificated by the IGI- International Gemmological Institute and GIA- Gemmological Institute of America. Certificated by the most prominent gemmological laboratories in the world, GIA and IGI diamonds come with the assurance of being superior in quality, cut and precision.

Each Jewellery Piece is Crafted with Utmost Precision and Meticulousness

Hearts of London has its workshop located in Hatton Garden- the centre of London's jewellery trade in medieval times and the most sought-after address among diamond jewellery connoisseurs throughout the UK as well as from across the globe. Qualified and experienced gemmologists and skilled goldsmiths work in close coordination in order to design and manufacture the most stylish, voguish and quality diamond jewellery at the Hatton Garden workshop of Hearts of London. Each piece of jewellery is crafted with meticulous attention to detail using only the finest quality metal and GIA & IGI certificated diamonds.

Quality, Class and Value Assured!

Hearts of London diamond jewellery comes with the assurance of highest quality, class and value. Diamond jewellery pieces at Hearts of London tend to fall just between 50% and 60% of the cost of the leading diamond jewellery brands in the world. While their goldsmiths have all the work on Bond Street, their prices still don't carry the substantial brand premiums of their rivals. Clients can also compare the prices of over 25,000 GIA and IGI diamonds online.

Imparting Diamond Education to Help Clients Buy Quality Diamonds

Since diamonds are not an everyday purchase and the traps are virtually endless for the unwary, qualified gemmologists at Hearts of London have prepared a comprehensive guide for helping clients in better and informed decision making when buying diamonds. The guide talks about the key characteristics (4Cs- Clarity, Cut, Colour and Carat Weight) that need consideration when buying a quality diamond. While the option of Buying Diamonds online does exist, Hearts of London understands that majority of clients still prefer to make such a purchase from a jewellery showroom rather than online. For this reason, Hearts of London welcomes clients to visit their Hatton Garden showroom where a qualified gemmologist will assist them in making an informed decision. However, prior appointment is required for this.

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Editor123 - About Author:
This article is contributed by a professional article writer and has been efficient in providing useful information about a Platinum Wedding Bands, a Hatton Garden For more information you can visit: http://www.heartsoflondon.co.uk

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