

# Ernest Jones Announces The Launch Of Tolkowsky Diamond Jewellery



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Ernest Jones has announced the launch of the Tolkowsky diamond jewellery collection. In launching this prestigious brand, Ernest Jones is offering consumers the opportunity to buy high quality, prestige jewellery with history and pedigree, on the high street.

To celebrate this launch with [Tolkowsky](#), Ernest Jones will be offering three of the most valuable jewellery items it has ever sold – The Tolkowsky Tumbling Suite. This consists of the White Gold

Tolkowsky Tumbling Tiara totalling 8.51ct Diamond, White Gold Tolkowsky Tumbling Necklace totalling 19.15ct Diamond, White Gold Tolkowsky Tumbling Earrings totalling 4.45ct Diamond. These spectacular items of jewellery will only be available for a limited time, and allow consumers to see some of the finest pieces of jewellery available anywhere today.



As one of the world's leading diamantaires, Tolkowsky has been perfecting the finest diamonds for 200 hundred years and is renowned in the diamond industry for inventing the Ideal Cut diamond. Each Tolkowsky diamond is hand crafted to offer the customer the very finest quality. If a diamond is cut too deeply or too shallow, then light will escape and the diamond loses its brilliance, fire and sparkle. To prevent this, Marcel Tolkowsky, grandfather of the current CEO, set out to define the ideal proportion of a diamond's cut to maximise brilliance and dispersion of light. The result was the Ideal Cut which is a perfectly symmetrical round brilliant cut diamond designed to offer excellent return of light.

To further guarantee the quality of its jewellery, each Tolkowsky diamond is certified by a leading independent diamond grading laboratory and has a GemEx Light Performance Certificate as proof of the diamond's superior light performance.

When buying a [diamond ring](#), consumers need to be aware of [the 4Cs](#), and the Tolkowsky collection scores highly on these fundamental diamond purchasing considerations.

The 4Cs are: cut, colour, clarity and carat. The cut refers to the arrangements of facets and symmetry of the diamond. It is the cut which unlocks the beauty and brilliance of a diamond, and the only factor influenced by man. Tolkowsky's Ideal Cut is internationally recognized as the benchmark for the finest cut diamonds in the world. Diamond colour is how white a diamond is and [Tolkowsky diamonds](#) are available in colourless and near colourless, which are among the rarest.

Furthermore, the clarity of a diamond is a measure of how many inclusions the stone has, and Tolkowsky only use stones certified by leading independent gemological laboratories, who view the diamond under magnification to establish that aspect and guarantee that quality with an internationally recognised certificate.

The carat weight of a diamond is the fourth factor in defining its value and is considered by most consumers to be the most influential factor when consumers make their final purchasing decision. The Tolkowsky collection offers [solitaire diamonds](#) from third carat to a whole carat.

The Tolkowsky collection at Ernest Jones offers consumers the opportunity to buy some of the world's finest jewellery on their local high street.

**About Ernest Jones: The Diamond and Watch Specialist**

Ernest Jones, the Diamond and Watch Specialist, has over 200 stores and a retail website. Ernest Jones offers a wide range of leading brand watches and high quality jewellery. Ernest Jones also has a stunning selection of gifts for all occasions. Ernest Jones is part of Signet Jewellers Limited, the world's largest speciality retail jeweller.

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