

# ALL\* DIAMONDS 20%-50% PLUS EXTRA 10% OFF SELECTIONS

Savings off reg. prices. \*Does not include watches, fashion jewelry or estate jewelry. Extra savings are taken off already-reduced sale prices; final cost prices reflect extra savings; does not apply to super buys or 4-day specials.

## MACY'S, YOUR FIRST CHOICE FOR DIAMONDS

With uncompromising commitment to quality and value, we offer an exquisite collection of the finest diamonds in unique settings. To find the perfect symbol of your love, shop The Jewelry Store at Macy's.

## ONLY THE BEST...

Our Diamond Specialists understand the importance of your purchase. They will answer all your questions, guide you through our extensive collection and help you make the right choice.

## KNOW YOUR FACTS

Diamonds are graded by four characteristics: cut, color, clarity and carat. These properties are what determines a diamond's value.

Cut – the way a diamond is faceted to allow light to reflect from it. This determines the brilliance of a diamond.

Color – the more colorless a diamond, the greater its rarity and value.

Clarity – describes the purity of a diamond. Nearly all diamonds have natural internal blemishes called inclusions. The less inclusions, the more valuable the diamond.

Carat – refers to the weight of the stone. One carat is equal to two-tenths of a gram.

## FROM THIS DAY FORWARD...

We are here to help you properly care for your diamond so you may enjoy it for years to come. Our Extended Service Plan offers the best care and service for all of your Fine Jewelry purchases. See your Sales Associate for details.

## 0% FINANCING

Put no money down and take 12 months to pay for your Fine Jewelry purchases of \$500 or more. See inside back cover for details.

## SHOP WITH CONFIDENCE...

SHOP THE JEWELRY STORE AT MACY'S

## CERTIFIED NEAR COLORLESS DIAMOND RINGS

- A. 1/2 ct. t.w.<sup>†</sup> in 14k white gold. Reg. \$1500, **FINAL COST \$939.**
- B. 1/2 ct. t.w.<sup>†</sup> in 14k white gold. Reg. \$1500, **FINAL COST \$939.**
- C. 1 ct. t.w.<sup>†</sup> in 14k white gold. Reg. \$2900, **FINAL COST \$1819.**
- D. 1 ct. t.w.<sup>†</sup> in 14k white gold. Reg. \$3600, **FINAL COST \$2259.**

- E. 1½ ct. t.w.<sup>†</sup> in 18k white gold. Reg. \$5800, **FINAL COST \$3649.**
- F. 1½ ct. t.w.<sup>†</sup> in 18k white gold. Reg. \$6800, **FINAL COST \$4279.**
- G. 1 ct. t.w.<sup>†</sup> in 14k white gold. Reg. \$2900, **FINAL COST \$1819.**

## ON OUR COVER:

- Diamond engagement rings in 14k white gold, from top: 1¾ ct. t.w.<sup>†</sup> Reg. \$5399, **FINAL COST \$3879.**
- 1¾ ct. t.w.<sup>†</sup> certified. Reg. \$10,099, **FINAL COST \$7269.**
- 2 ct. t.w.<sup>†</sup> Reg. \$6099, **FINAL COST \$4389.**
- 1½ ct. t.w.<sup>†</sup> certified. Reg. \$7099, **FINAL COST \$5099.**

