

# VICTORIA JEWELERS

*Baldwin Park*

Frequently Asked Questions  
Answered by Central Florida's  
Premiere Custom Jeweler



This is an example of two very different diamonds with identical GIA certificates

**Q: Why should I choose custom over the designer brands?**

**A:** Most importantly, you can give her a one-of-a-kind piece of jewelry that you helped design. It can be "as unique as your love story".

When you buy a designer brand ring, as the end consumer, you are paying for every billboard, magazine ad, etc. it took to brand that line. Not only are you paying more, but you are giving her a ring that hundreds, possibly thousands of other people already have. When you buy a custom ring you pay for materials and labor only. Therefore, we are able to give you the highest quality of cut diamonds. Not only the primary stone, but all of the surrounding stones are cut to the most strict specifications. Combine that with the finest quality of craftsmanship and she will have a ring on her finger that is not only elite in quality but made just for her, at a comparable price.

**Q: Why not just buy a diamond online?**

**A:** If there's ever a time when you need someone who has your back, it's when you are trying to determine the value of a diamond.

Go to any online diamond website, enter all your specs (size, shape, color, clarity, etc) and you will have hundreds of diamonds come up even though you've entered specific criteria. Let's say you selected GIA certified one carat round, G color, SI 1 clarity. Your choices will range in price from under \$4,000 to over 10,000.

Here are some of the most common reasons why:

- What is the overall rough your diamond was cut from?
- Is the diamond milky or just plain lifeless?  
*(As shown in the picture to the left)*
- Are there visible imperfections in the diamond even though it's SI-VS clarity?
- Does the diamond hold color even though it's a H-I in color?
- How is the overall brilliance of the diamond?

You won't find the answers to these questions printed on a diamond certificate. However, it's a well known fact in the diamond industry that any of these will greatly diminish the brilliance, value, and marketability of the stone.

Let's say you chose the \$4,000 diamond because you thought it was the best deal. Unbeknownst

to you, the diamond you chose undoubtedly had one of these undesirable characteristics. Yet they sold it to you anyway.

At Victoria Jewelers we will prepare a layout of several stones, all within your criteria and budget. At that point you can compare them to one another in person. This is something you can NOT do online. These stones have been hand selected out of hundreds of stones that didn't meet Victoria Jewelers strict standards of quality and brilliance.

This experience is the polar opposite of buying a diamond online.

**Q: What separates Victoria Jewelers from other local jewelry stores?**

**A:** We have been doing business in the Orlando area since 1987. We have expanded twice, and we are getting ready to take over another larger space in Baldwin Park. We are family owned and operated. We have strong values, and that is of the utmost importance.

When you walk into our store, you will know you are dealing with true professionals who take pride in what they do and are grateful that you chose Victoria Jewelers. Our staff of in house master jewelers, custom jewelry designers, CAD designers, stone setters, and graduate gemologists have over 250 years of combined experience. We also have the only on site AGS accredited gem lab in Central Florida. This is the most educated and experienced group of jewelry experts you will find in one store anywhere. However, we pride ourselves on being humble, good listeners, and excited to help you create that something special.

None of our employees are paid commission, so there is never any pressure. Our customers feel that.

We are different and we love what we do. Check out our reviews online to see what our customers have to say.

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— est. 1987 —  
BALDWIN PARK