

Home

Welcome to The Direct Diamond Source on the web!

Elegant yet casual, it's the place to shop when you want to show someone special that you care.

Treat yourself to a unique piece of jewelry or give a gift to a loved one.

The Direct Diamond Source is the only place where you can buy magnificent diamonds purchased directly from the mines.

With no middlemen and no fancy showrooms to inflate the prices, we guarantee you the best VALUE.

Try us out and you will never buy jewelry from conventional stores or websites again.

Our skilled jewelry consultants are ready to answer any questions and help you find the perfect gift.

We encourage you to browse [Our Products \[link\]](#) so you can start The Direct Diamond Source Experience! If you would like to know more about our diamond business, visit [About Us \[link\]](#).

Our Products

You are invited to browse through our fine jewelry offerings. If you have any questions, please, Contact Us [\[link\]](#). If you are ready to purchase, make your selections using our convenient shopping cart and complete your purchase today. You'll be glad you did!

[Triple circle]

Three intertwined circles – symbols for the past, the present, the future, and for eternity.

[Solitaire with circle of life]

The solitaire within this circle conveys the uniqueness of your love.

[Double Intertwined]

These intertwined circles have no beginning and no end – just like your love for her.

[Anniversary bands – regular and platinum]

A special gift to remember the one day that belongs to only the two of you.

Our Secret

Working directly with the diamond mine and eliminating all the middlemen is our secret to providing our customers with high quality diamond jewelry pieces at affordable prices.

[movie]

Now that you know where our diamonds come from, we invite you to browse the many fine jewelry pieces available to you through The Direct Diamond Source by visiting Our Products [\[link\]](#).

About Us

Our family has been active in the diamond business since 1946. We've built an excellent name in the trade. We are highly regarded for the quality of our merchandise and our integrity. Our family buys the rough diamonds directly from the mines, and we cut the stones in our own facilities.

Our diamond source is one of the largest diamond rough mining-manufacturing interests in the world with annual sales of over \$200,000,000. They employ more than 2,000 workers in state-of-the-art polishing plants.

We sell our finished products directly to the public eliminating the many middlemen – the importer, the sales rep, the retail store. This allows us to pass a tremendous amount of savings on to you.

To find out more about the diamonds we offer, visit [About Our Diamonds \[link\]](#). If you would like to see the fine diamond jewelry offerings available to you through The Direct Diamond Source, visit [Our Products \[link\]](#).

About Our Diamonds

After many years of research and investment in the newest available technology, we have fine tuned our cutting techniques and are very proud of the way our diamonds look and sparkle. They are of superior quality and precisely identical in proportion. This means they fit well in multiple stone settings as well as alone.

All our diamonds are cut to strict specifications:

Table: 58-60%

Depth: 59.5-61.5%

Crown angle: 33 degree – 34 degree

This uniformity in the requirements gives our pieces of jewelry a uniquely harmonious look. All the pieces you buy from The Direct Diamond Source look like they belong together.

All of our diamonds are cut to near ideal proportions according to their size and their natural shape. This gives them a superb brilliance.

Our Diamond Clarity: VS2-SI1 Our Diamond color: I-J

All of our diamond jewelry pieces come with a certificate issued by an independent gemological lab.

[Table]

Now that you know about our diamonds, view the fine diamond jewelry offerings available to you through The Direct Diamond Source, visit [Our Products \[link\]](#).

Policies

10 Years Warranty

Every piece of jewelry offered for sale by The Direct Diamond Source is guaranteed to be free of defects in materials and workmanship. If your jewelry piece should become broken, damaged, or defective - for any reason - you may simply return it to The Direct Diamond Source for a prompt free repair or, if needed, a replacement. Free replacement does not include the replacement of missing diamonds.

Shipping:

UPS ground shipping included in the price.

UPS Next Day and UPS Second Day shipping is available for an additional charge.

Sales Tax:

Sales tax is only collected on orders shipped to addresses in New York State.

Return Policy:

Our 30 day return policy gives you plenty of time to consider your purchase and be sure of your decision. If, for any reason, you want to return your piece, you may do so within 30 days of shipment date for a full refund or an exchange.

How to Return a Purchase:

Please follow our step-by-step process:

1. Package your return using all the original packaging.
2. Call 1-888-878-7813 and you'll be given a return authorization code. Write this code on the box next to your name and address.
3. For security reasons, **DO NOT write The Direct Diamond Source** on the outside of the box.
4. Please make sure to indicate our full address:
DDS
36 West 47th Street
Suite 404
New York, NY 10036
5. Items showing signs of wear, or those that have been altered or resized (by a jeweler other than The Direct Diamond Source), or items damaged in any way cannot be accepted for a return. Packages that are returned without a Direct Diamond Source **authorization code** and items that **are improperly packaged** or **uninsured** will be refused.
6. Ship your package via UPS, FEDEX, or USPS, **insured for the full value of your purchase**. If you have any questions about our return procedures, please contact us at returns@thedirectdiamondsource.com

A copy of the warranty and return instructions will be included with your purchase.

Mines

We buy diamonds direct from the mine so that you pay less. This is how ...

Typical steps to go from mine to you using a conventional retailer.

- ❖ A diamond is mined and polished overseas at a market price of \$1,000
- ❖ This diamond is sold to a U.S. importer
- ❖ The importer gives it to a sales rep and **fee is added.**
- ❖ The sales rep sells it to retail jeweler and **fee is added.**
- ❖ The Retail jewelry store adds overhead and profit
- ❖ Final price to the public: **\$2,808**

Typical steps to go from mine to you using The Direct Diamond Source

- ❖ A diamond is mined and polished overseas at a market price of \$1,000
- ❖ The diamond is sold to The Direct Diamond Source
- ❖ This step not required. **No additional fee.**
- ❖ This step not required. **No additional fee.**
- ❖ The Direct Diamond Source adds minimal overhead and profit
- ❖ Final price to the public: **\$1,656**

If you buy this diamond from **The Direct Diamond Source**, you receive a **savings of \$1,146.**

Your savings from **The Direct Diamond Source** continues to grow as the finished jewelry pieces are created. For example

Platinum Diamond Anniversary Band

1.50 Carat, 21-24 stones, 7pts.

Your price from The Direct Diamond Source – **\$2,950**

Your price from a conventional retailer – **\$5,950**

Your savings when purchasing from The Direct Diamond Source – **\$3,000**

[Picture of platinum anniversary band]

Contact Us

If you have any questions about an order you have made, purchasing diamond jewelry, or any of our pieces, you are encouraged to contact us using the form below or toll free at 1-XXX-XXX-XXXX from [times]. Our knowledgeable jewelry consultants will be happy to assist you.