

Our Diamonds!

A GUIDE
TO OUR
BEST KEPT
SECRET.



MITCHELLS | RICHARDS

Why Mitchells Richards?

DIAMOND
EXPERTISE
YOU CAN
TRUST.

DIAMONDS
AT A
CLOTHING
STORE?

OR IS IT
CLOTHING AT
A DIAMOND
STORE?

Since opening our jewelry department over 20 years ago, Mitchells has become the largest jeweler in Upper Fairfield County. Together, with our jewelry “store within a store” at Richards, diamond and fine jewelry is the fastest growing part of our business. We are committed to continuing to grow our diamond business and reputation as a trusted source for diamond and fine jewelry.

Our team of Diamond Specialists, roster of world-renown jewelry designers and global network of stone resources constitute a diamond program we couldn't be more proud to put our name on.

The Mitchell Family

Why Mitchells Richards?

OVER 100
YEARS
COMBINED
EXPERIENCE.

EXPERTISE.

Since launching our diamond business in 1993, we have built a world-class team of Diamond Specialists, all of whom have impressive prior experience in the diamond industry.

Most of our Diamond Specialists are educated by the Gemological Institute of America (GIA), the world's most recognized and trusted authority on diamonds and several are "GIA Certified" with advanced degrees. All Diamond Specialists take courses at GIA to stay up-to-date on new industry developments and also stay abreast of news and trends with continual education by our vendors.



SCOTT MITCHELL
Store Manager/Ladies, Richards
10 Years Diamond Experience
GIA Certified

JAY HANNA
Diamond, Watch & Jewelry
Specialist, Mitchells
GIA Graduate Gemologist
20 Years Diamond Experience

NAKI HALEPAS
Diamond & Jewelry Specialist, Richards
20 Years Diamond Experience

CECELIA THOMAS
Diamond & Jewelry Specialist, Richards
4 Years Diamond Experience

JENNIFER CELLI
Diamond, Jewelry & Watch Buyer
Mitchell Family of Stores
7 Years Diamond Experience

CLAIRE GLADSTONE
Diamond & Jewelry Specialist,
Mitchells/GIA Certified
20 Years Diamond Experience

MICHELLE ROMANO
Diamond & Jewelry Specialist, Mitchells
35 Years Diamond Experience

Why Mitchells Richards?

WORLD-CLASS
SELECTION &
EXCEPTIONAL
VALUE.

SELECTION.

We are honored to offer designer diamond and fine jewelry from the world's most prestigious diamond houses, including Graff, Kwiat, Oscar Heyman and Beaudry. In addition to our inventory, we can source any kind of diamond imaginable through our global network of sightholders and brokers.

VALUE.

Our educated customers that have purchased diamonds elsewhere are repeatedly surprised by the excellent value we offer in our diamonds. Our reputation in the diamond business combined with the volume we generate has given us "global buying power," enabling us to offer extremely competitive pricing.

TRUST.

Diamonds are a serious investment and for us, a business we take very seriously. There is no substitute for making important purchases from people you know and trust. We stand firmly behind every piece of diamond jewelry we sell, as well as the service and craftsmanship that goes into it.

“We didn't know what to expect when first partnering with the Mitchells. But thanks to their expertise and enthusiasm, in five years they've become one of our most important retail partners.”

*Greg Kwiat
Partner, Kwiat*





solitaires

- bands
- rings
- earrings
- necklaces
- bracelets
- fancy
- gems

“With global buying power, we are delighted to offer exceptional value.”

Scott Mitchell
Store Manager/Ladies, Richards
GIA Certified



THE MAGNIFICENT SOLITAIRE

Whether you're looking for that first engagement ring or a show-stopping upgrade, we will find the perfect diamond to fit your budget. We have recently sourced and sold some of the world's most spectacular large and flawless stones!

solitaires

bands

rings

earrings

necklaces

bracelets

fancy

gems



“ We are impressed by the Mitchells’ growing diamond business and are enjoying working with their wonderful and sophisticated customers! ”

*Henri Barguirdjian
President & CEO, Graff*



THE WEDDING/ ANNIVERSARY BAND

No matter what cut, setting or carat size you seek, you’ll find it in our extraordinary wedding band collections. Or choose from stunning designs that alternate diamonds with sapphires or other gems. Make sure everyone knows she’s “taken” (by somebody with style!)



- solitaires
- rings
- earrings**
- necklaces
- bracelets
- fancy
- gems



THE STATEMENT EARRING

Every woman needs (at least) one pair of sensational earrings in which to attend life's grandest events. Some of the world's most exquisite earrings can be found in our exclusive Graff® and Kwiat collections. (You'll know you've found the right pair if your heart pounds when you put them on!)

- solitaires
- rings
- earrings**
- necklaces
- bracelets
- fancy
- estate

“After buying diamonds elsewhere, I was thrilled to buy a major piece from people I know and trust. I enjoy the discretion of their private jewelry room.”

Richards Customer Since 1998



THE MODERN HOOP

Kwiat makes “the perfect diamond hoop” and we are proud to offer their most extensive selection anywhere! In a gorgeous array of sizes and settings, Kwiat diamond hoops are perennially one of our customers’ most sought-after items.

THE TIMELESS STUD

The classic stud is a “must have” for the well-dressed woman’s wardrobe. While perfect for everyday, larger studs are also increasingly popular on the red carpet. If you prefer, they can also be set as “drops” on wires. Keep them small and simple... or upgrade as you go through life!

- solitaires
- bands
- rings
- earrings
- necklaces
- bracelets**
- fancy
- gems

“ We truly know our customers. Our understanding of their tastes and lifestyles enable us to help them make perfect choices.”

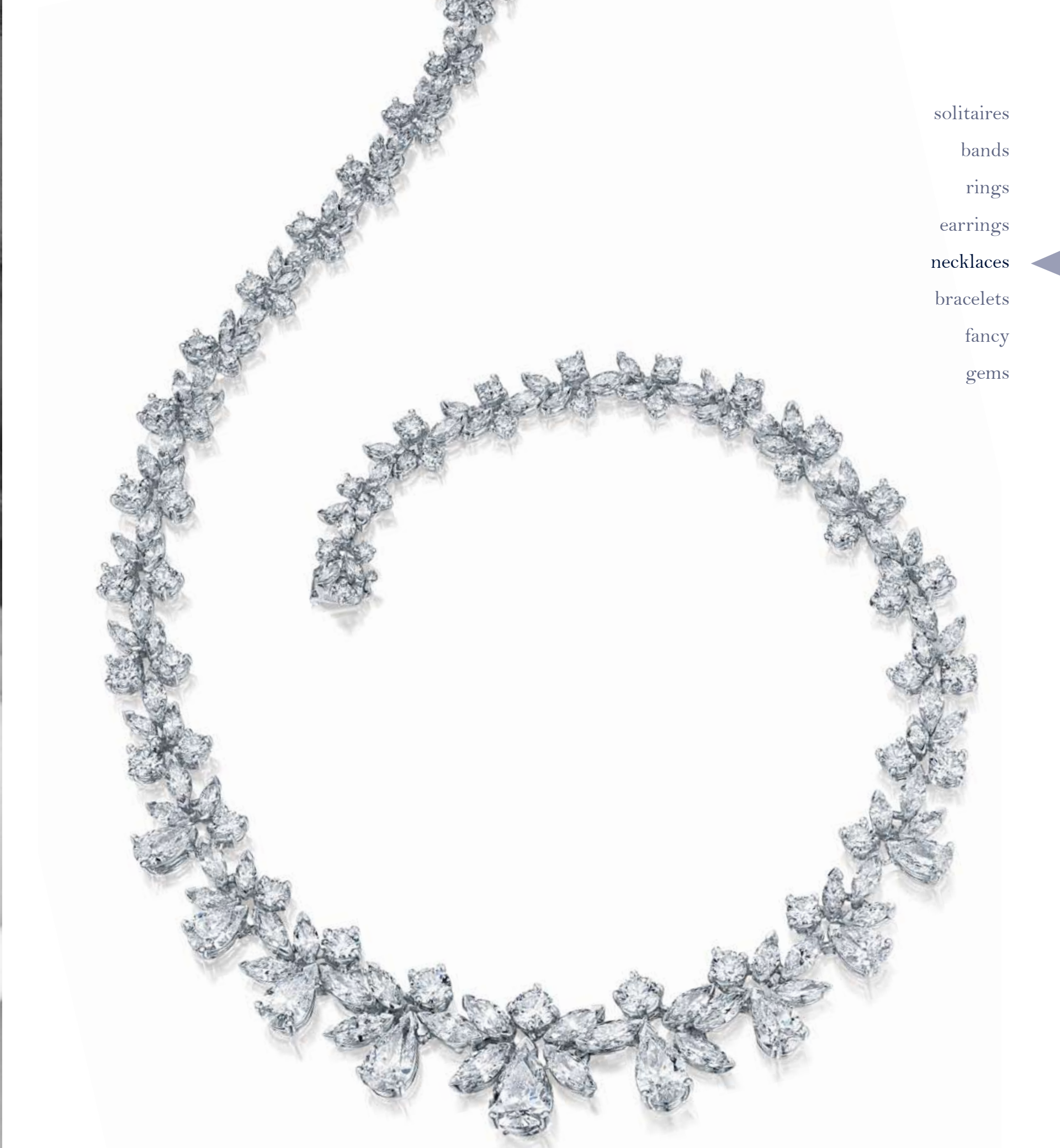
*Michele Romano
Diamond & Jewelry Specialist, Mitchells*



THE CHERISHED BRACELET

Honor the woman in your life with a fabulous diamond bracelet, a gift guaranteed to take her breath away. Diamond cuffs are timeless and have never been more popular. We have a wide selection of diamond watches and bracelets to match all of life's great occasions.





- solitaires
- bands
- rings
- earrings
- necklaces
- bracelets
- fancy
- gems

THE TREASURED NECKLACE

The ultimate treasure, heirloom and gift of love... Nothing showcases diamonds and a woman's radiance like a magnificent diamond necklace. These extraordinary works of art, often inspired by vintage designs, truly bring back the glamour and grandeur of bygone eras...

- solitaires
- rings
- earrings
- necklaces
- bracelets
- fancy**
- gems

“ We pride ourselves in offering the most rare and breathtaking colored diamonds.”

Jay Hanna
Diamond, Watch & Jewelry Specialist,
Mitchells/GIA Graduate Gemologist



“FANCY” DIAMONDS

Colored diamonds are one of the earth’s most rare and sparkling wonders. While “vivid” yellow diamonds are usually the most sought-after, we also get spectacular pieces with pink diamonds or green diamonds (or let us know her favorite color...)

solitaires
rings
earrings
necklaces
bracelets
pendants
gems



“Mitchells/Richards’
gemological expertise
is only matched by
their unique gift for
understanding exactly
what their customer
wants.”

*Adam Heyman
Vice President, Oscar Heyman*

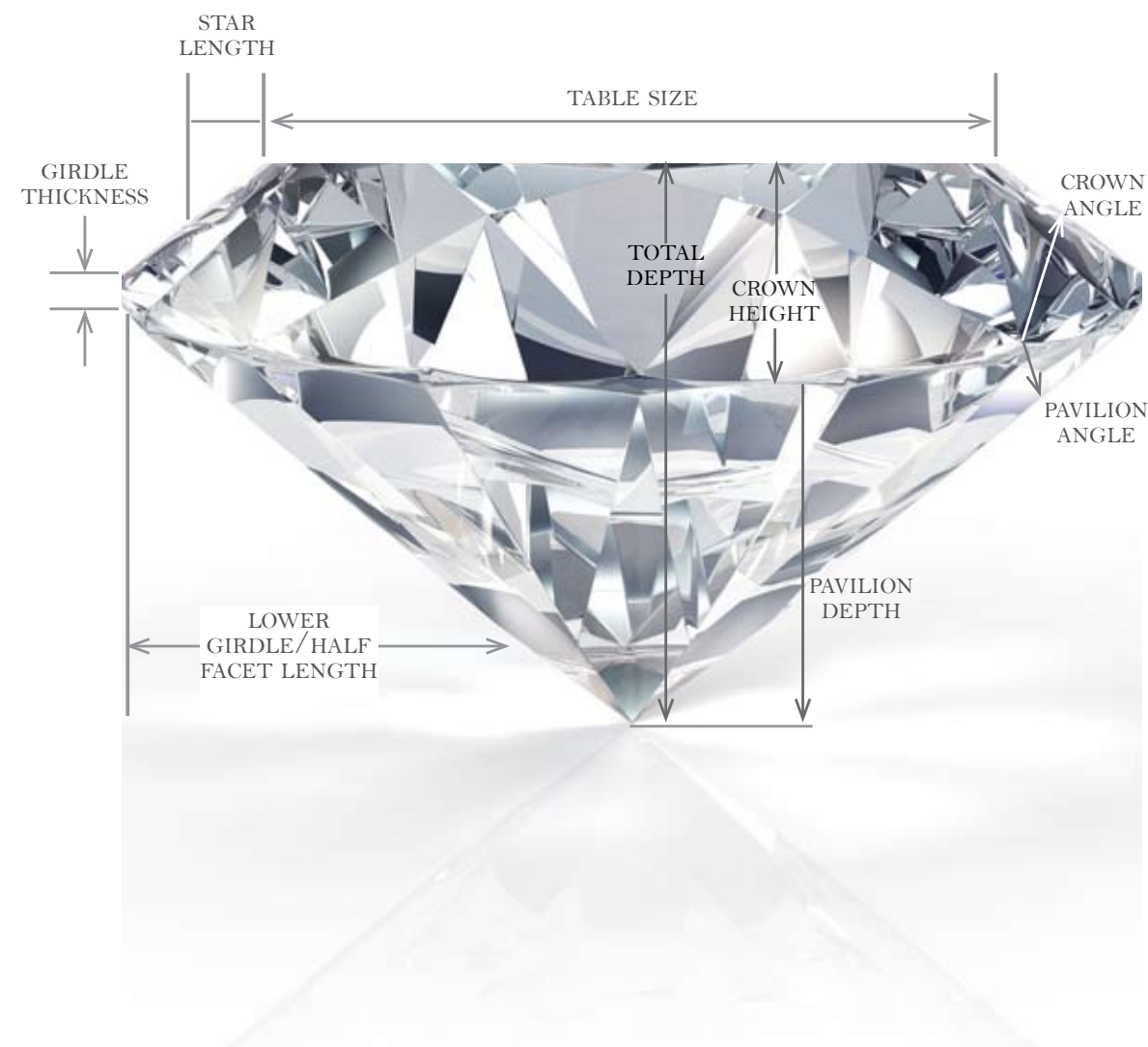


PRECIOUS GEMS

Color Change Sapphires. Star Rubies. Alexandrites. Cat’s Eye. Through our long-standing partnership with Oscar Heyman, we bring you the finest precious gems the world has to offer... set exquisitely, often amidst diamonds, to show off their incomparable color and beauty.

Anatomy of a Diamond

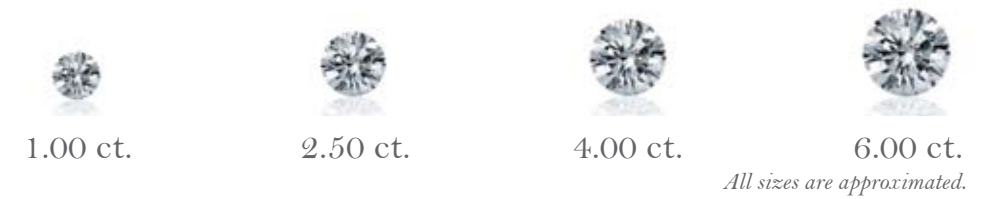
WHAT TO
LOOK FOR
WHEN
PURCHASING
A DIAMOND.



The Essential Four C's

CARAT:

“Carat” is the easiest characteristic to assess as it is simply the weight of a diamond. One carat is equal to .2 grams. Each carat is made up of 100 “points,” so a carat that is “50 points” is .50 carats.



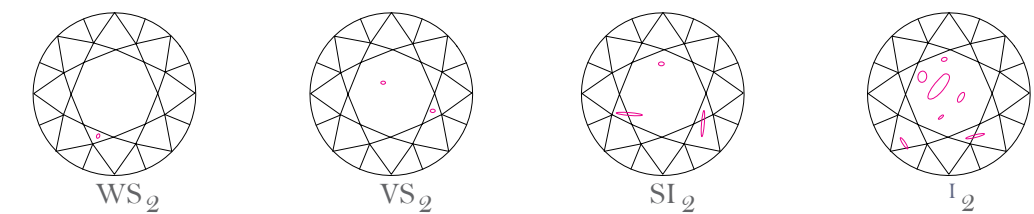
COLOR:

Diamonds (except “fancy” colored diamonds) are valued by “colorlessness.” Less color means higher value. The scale begins with the D (colorless) and continues through the alphabet, with increasing presence of color, to Z.



CLARITY:

Most diamonds have birthmarks called inclusions (internal) and blemishes (external). The less marks a diamond has, the more valuable. Diamonds are given a clarity grade that ranges from Flawless (FL) to Imperfect (I3).



CUT:

“Cut” begins with the shape of a diamond, “round brilliant” being the most common. As a value factor, it refers to a diamond’s proportions, symmetry and polish. For round brilliants, the GIA rates cut from Excellent to Poor.



DIAMONDS 101: KNOW YOUR FOUR C'S

Whether you are purchasing an engagement ring for the first time or celebrating your “Diamond (60th!) Anniversary,” when buying a diamond over .5 carats, never forget to request a stone’s rating. The Four C’s are the GIA’s (Gemological Institute of America) standards for rating a diamond.

Special Services

CREATING
PRECISELY
WHAT
YOU WANT.

Custom Design As a full-service jeweler, we offer custom services that allow you to work with extraordinary designers to create the pieces of your dreams! We proudly put our name behind all custom work... and guarantee the same impeccable design, craftsmanship and durability that is the hallmark of all our diamond jewelry.

Whether you bring in an original sketch or are inspired by a piece in our stores or a magazine, creating custom jewelry is an exciting collaborative process! We meet in our quiet private room to discuss and sketch out what you have in mind. Our Diamond Specialists will then help you choose the appropriate design studio (if you'd like, you can work with Kwiat, Beaudry, Oscar Heyman or many of our other designers!) to make your vision a reality.

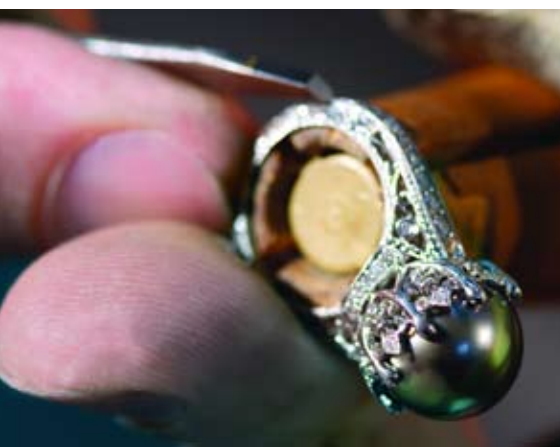


“
Mitchells reset a single-stone diamond ring I rarely wore into a stunning 3-stone emerald and diamond ring I rarely take off.”

Mitchells Customer Since 1985

Resetting Your Diamond. Let us breathe exciting new life into a tired piece of jewelry with a gorgeous, updated setting! It's the perfect way to take a diamond with sentimental value and turn it into something really special. Whether you want something contemporary or vintage-inspired, stand-alone, or set amidst other diamonds or gems – let us transform a beloved jewel you don't wear into an exciting new favorite!

Trade-Ins & Upgrades. If you have a diamond or heirloom gem that's just sitting in the vault or jewelry box, why not turn it into something fabulous? We'll be happy to give you an objective valuation that can help pay the way toward something you'll love!



IMPECCABLE CRAFTSMANSHIP.
ATTENTIVE & PERSONALIZED SERVICE.

MITCHELLS

FAMILY OF STORES

Mitchells
670 Post Rd., East
Westport, CT 06880
203.227.5165

Richards
359 Greenwich Ave.
Greenwich, CT 06830
203.622.0551

Marshs
270 Main St..
Huntington, NY 11743
631.423.1660

Presorted
Standard
US Postage
PAID
Mitchells | Richards | Marshs

