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## FINDING A SITE YOU CAN TRUST WHEN BUYING DIAMONDS ONLINE

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The Internet now makes it possible to buy almost anything you want online – fast and easy. And diamonds and luxury items are no exception. The online marketplace for luxury items and diamonds is expected to reach \$2.2 billion in sales by 2005. With an array of Web sites now catering to this online demand for luxury items, the most important decision when purchasing a gift as significant as diamonds is finding a site you can trust.

### *How to Choose a Site You Can Trust When Buying Diamonds Online:*

- **Choose a site that offers secure purchasing transactions.** The site should provide customers with a secure purchasing transaction by confirming and verifying the purchase. Once a purchase of a certain amount is made, customers should expect a call from a personal shopper who will verify things such as to whom the items will be shipped, as well as confirm all credit or personal information for the customer's protection.

- **Choose a site that offers around-the-clock service whether it is by phone or email.**

Because buying a diamond can be an emotional and meaningful purchase, it is also important to find a site that walks you through the diamond buying process by offering assistance by phone and email at any time during the purchase. Nordstrom.com, for example, offers the assistance of Customer Service Personal Shoppers 24 hours a day, 7 days a week.

- **Choose a site that educates and empowers.** After choosing a site that fits the first two criteria, it is important to also educate yourself about how to choose a quality diamond. Shop sites that not only offer you a large selection of diamond jewelry but also provide you with information that helps you choose a diamond of the utmost quality. The four C's remain the measurements by which the quality and value of diamonds are determined. The four C's include clarity, cut, color and carat. Visit Nordstrom.com's Diamond Guide to find out more about the Four C's.

- **Choose a site that makes returns and exchanges easy and convenient.** Shop sites that offer a no hassle return policy and allow customers to return or exchange items in the way that is most convenient to them. Nordstrom.com, for instance, offers customers the ability to return items *to any store nationwide* and also provides customers with a pre-addressed envelope and mailing label that arrives with the purchase. Simply place the label on the box and drop it off at a USPS mailbox. Your credit card will be debited the standard \$3.95 shipping charge and the merchandise will be credited to your account when you use a Nordstrom card or Nordstrom Visa card.

“We want our customers to know we will be there for them throughout the complete process when making a purchase as significant as diamonds,” said Lisa Battistoni, lead jewelry merchant. “Not only are our diamonds of the highest quality since we purchase them directly from the finest diamond merchants worldwide, but we also want our customers to know that we consider the quality of their shopping experience to be just as important.”

Nordstrom.com's diamonds of weights greater than a carat come with certification by the Gemological Institute of America. For more information, visit [nordstrom.com](http://nordstrom.com).