# What factors determine the price of an emerald?

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The value of an emerald is shaped by a harmony of qualities, most notably the *4 Cs*—**Colour**, **Clarity**, **Cut**, and **Carat weight**—alongside origin and treatment history.

**Colour** is the most influential factor. The most coveted emeralds exhibit a deep, vivid green with uniform saturation. Ideally, the hue should be intense yet balanced, not overly dark or too pale. Zambian emeralds, like those featured in our Zariya Collection, are renowned for their vibrant green tones with a bluish undertone and excellent clarity.

**Clarity** refers to the presence of internal inclusions, often called *jardin* (French for "garden"). Unlike diamonds, emeralds are expected to have these natural markings, which are part of their character. However, fewer visible inclusions command a higher value. At PureJewels, we carefully select emeralds that offer a beautiful balance of clarity and brilliance.

**Cut** determines how the emerald interacts with light. While the traditional emerald cut is beloved for its elegance and ability to protect the stone from damage, other shapes like oval, pear, and cushion can enhance the gem’s colour and sparkle. A well-cut emerald will show even colour distribution and minimal windowing.

**Carat weight** reflects the size, but its impact on price is nuanced—larger emeralds of exceptional quality are rare and thus significantly more valuable.

**Origin** also matters. Emeralds from Colombia, Zambia, and Brazil are especially prized, each region offering distinct colour characteristics. Our emeralds from Zambia are sourced through Gemfields, known for their ethical mining practices and superior stone quality.

Finally, **treatments**—usually oiling to enhance clarity—affect value. At PureJewels, we disclose not only the presence but also the type and degree of treatment, ensuring complete transparency and trust.