



diamond psychology

HOW DOES A WOMAN'S PERSONALITY INFLUENCE HER CHOICE OF DIAMONDS? *WEDDING* DISCOVERS THE PSYCHOLOGY OF DIAMOND RING STYLES.

All those men desperately struggling to choose the perfect diamond ring for their beloved can relax! It turns out there is a simple science to finding the perfect diamond, and thanks to Sabrina Kushnir, psychology graduate and founder of Kush Diamonds, we have the winning formula.

Whilst we already know diamonds are a girl's best friend, it turns out different personalities prefer different diamond shapes. "Whether a woman is introverted, extroverted, strong minded, reserved or the like, affects her decision when it comes to choosing a diamond... Your jewellery is an extension of your personality," says Sabrina.

With years of experience spent analysing first-hand women's jewellery choices it became evident to Sabrina particular diamond shapes appeal to women of particular personalities. Just like clothing and fashion, societal trends, style, age, ethnic background

and so on become deciding factors when choosing a diamond. "Pretty much anything that makes each person the person they are influences the connection between diamond shape and their personality," Sabrina says.

Your ladylove's personality, taste and style are the leading clues when it comes to solving her diamond desires. "Before selecting the actual diamond I believe it is just as critical to understand the woman that will be wearing the diamond. For example is she eclectic, traditional, straight down the line or a fashionista?" says Sabrina.

Taking this unique formula into consideration when choosing that special piece of jewellery is sure to find you the diamond that is forever yours or hers.

Here are her most popular matches:

ROUND BRILLIANT	Classic & Elegant - This woman is traditional yet eludes classy elegance. She has a sentimental quality about her.	
EMERALD	Strong - This woman is bold. She has an architectural style in her dress and influence.	
PRINCESS	Modern - This woman dares to be different; she is creative and thinks outside the square, she is also very strong, positive and driven. She likes straight edged lines that externally exemplify her down the line thinking.	
MARQUISE	Modern & Unique - This is for today's girl that is edgy, different and creative. This lady likes to create a league of her own- she is individual and unique. She does not like to live within the rules and dares to create her own standards.	
CUSHION	Vintage Flair - This is for the woman that adores the antique look. She is sentimental and takes inspiration from periods in history.	
PEAR	Romantic - This woman is sentimental, loving and an icon of beauty.	
OVAL	Sophisticated - This woman is original. She does not follow fads and trends. She is elegant and demure.	