

Published based on [Learning More About An Asscher Cut Diamond](#)

Learning More About An Asscher Cut Diamond

Patented and developed in 1902 by Joseph Asscher, one of the most popular diamond cutters at the time, Asscher cut diamonds are one of the most popular cuts of diamonds these days. Since the [Asscher Cut Diamond](#) bears a good deal of similarity with an emerald cut diamond, this particular cut of diamond is also more popularly called the square emerald cut diamond. However, this particular type of diamond has one very distinctive feature and one that other diamond cuts do not have: a windmill-like reflection. Today, this particular diamond cut is very popular and a favorite among lovers of art deco jewelry and has graced many red carpet photo shoots since celebrities just love the amount of fire and sparkle that the cut produces; something that other step cut diamonds are not able to achieve. It is also a favorite diamond cut these days for engagement rings.

There are of course, a number of things that you need to keep in mind when it comes to buying these types of jewelry pieces. To begin with, you have to be sure that you are going to buy your [Asscher Cut Engagement Rings](#) from jewelers who have been selling these types of diamonds and jewelry for a long time. This is because you would want to buy your diamonds from jewelers that can tell you a lot about the very expensive jewelry you are about to spend your money on. Make sure that you ask as many questions as you possibly can about the diamond that you are going to buy. If you come across a jeweler who cannot answer most of your questions, it is best that you move on to another jeweler.

If you are looking for affordable jewelry on the other hand, one of the best places for you to find what you need is to go online. The internet provides a lot of resources that you can check out when it comes to buying a [Cushion Cut Diamond](#), for example. One of the main reasons why actual jewelry shops often charge astronomical prices is that they are also spending money on the upkeep of the store and well, you are pretty much paying for the name of the jeweler you bought the diamond jewelry from. These are expenses which online jewelry stores do not have. And this is why online prices are often more affordable. In any case, you still need to take some time to learn more about the jewelers you are going to buy from before you spend your money. Go and search for testimonials and reviews posted by previous buyers before you buy anything.

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