



Now you have a friend in the diamond business.™ U.S.A. & Canada: 1-866-Go-Shane (467-4263) - Int'l: 001-720-874-0203

- DEPARTMENTS
- GIFT & SHOPPING IDEAS
- JEWELRY BASICS
- WEDDING PLANNER
- DESIGN YOUR OWN
- WISH LISTS



ABOUT SHANE CO.

We offer a wide variety of top quality designed and crafted jewelry, along with impeccable customer service. Shane Co. makes jewelry that makes the moment. The moments that last forever.

COMPANY PHILOSOPHY AND HISTORY

Our roots

CAREER OPPORTUNITIES

Available positions

Check out the benefits

STORES

Visit your neighborhood Shane Co.

OUR POLICIES

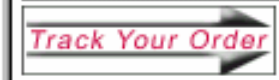
Rules to purchase by

OUR ADVERTISING

Listen to our Radio ads or View our T.V. ads online.



Thirty day money back guarantee online or in a store near you. [Learn More >>>](#)



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COMPANY PHILOSOPHY AND HISTORY

Welcome to Shane Co.

For three generations, our customers have experienced a standard of excellence unique in the jewelry industry today. Shane Co. is well known for providing an outstanding selection of quality jewelry, courteous and professional service, and superb value for our customers.

You can buy at Shane Co. with complete confidence because I personally guarantee the quality, workmanship and value of everything we sell.

We have made every effort to ensure that you enjoy shopping with us today. If we fail to meet your expectations or you are dissatisfied in any way, feel free to call my office at (800) 878-8218.

Sincerely,

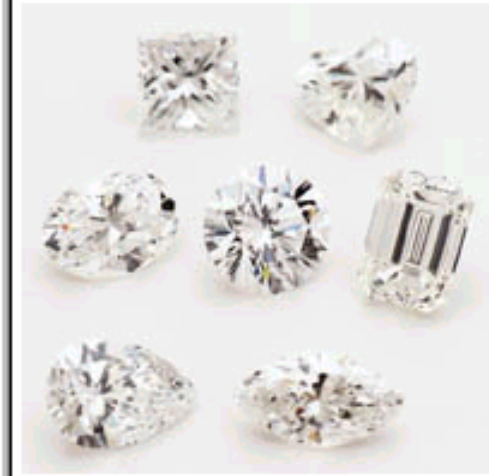
A handwritten signature in black ink that reads "Tom Shane". The signature is written in a cursive, flowing style.

Tom Shane
Chairman of the Board
Shane Co.



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OUR POLICIES

This is a promise to guarantee our jewelry, our customer service, and your special moment. For the rest of your life.

OUR GUARANTEE
The promise of a lifetime

OUR WARRANTY
How to use

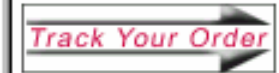
ONLINE TRADE-INS
Value for life

PRIVACY POLICY
Complete confidentiality

RETURN POLICY
Satisfaction guaranteed

WHY BUY FROM SHANE CO
Our fifth C is customer satisfaction

Thirty day money back guarantee online or in a store near you. [Learn More >>>](#)

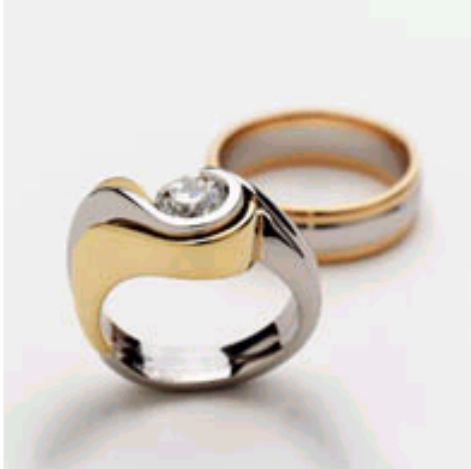


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Chat live now with a Shane Co. Representative

OUR POLICIES



OUR POLICIES

If you let us examine your purchase every six months, allow us to service your jewelry, and take normal care of your purchase, we will guarantee it FOR LIFE, FOR FREE.

Shane Co. is committed to ensuring your absolute satisfaction. We want you to be delighted with the quality and craftsmanship of our jewelry, the value for your money, and the level of service you receive. We also guarantee the security of your online purchase. When you purchase from Shane Co., we promise to stand behind everything we sell:

- We promise to refund the purchase price within 30 days of any purchase, for any reason whatsoever, as long as the merchandise is in new and original condition.
- We guarantee the quality of our merchandise for life.*
- We guarantee that you never have to worry about credit card safety when shopping at ShaneCo.com. Any purchase you make from our site is protected. Should fraudulent charges be made, you will not have to pay for them. See Security Guarantee details.
- We guarantee to repair or replace - at our expense - any item found to be defective due to original workmanship.*
- We guarantee to replace - at our expense - any gemstone lost due to a mounting defect.*

OUR POLICIES



ONLINE TRADE-INS

When you purchase fine jewelry from Shane Co., you can feel confident knowing your investment will retain its full value when you wish to trade up.

Diamond, gold and platinum are world commodities, with prices that fluctuate over the years. Our trade-in program protects you from those fluctuations.

Please note that jewelry for trade-in must be evaluated visually. Therefore, we cannot accept trade-ins toward online purchases. However, any item that you purchase online from ShaneCo.com may be traded in at any of our physical Shane Co. showrooms.

If you wish to trade in a ShaneCo.com purchase that involves a loose diamond, diamond studs or a diamond solitaire pendant, you will always receive at least the original purchase price. When you trade in these items, you only have to spend at least one dollar more plus any applicable sales taxes on your new purchase. If your diamond increases in value, you will benefit from the appreciated value with the trade.

You can also trade in all other merchandise that was purchased at Shane Co. You will receive the full purchase price as long as your

OUR POLICIES



RETURN POLICY

Our sole purpose is to make sure that you are happy. If, for any reason, you are not completely satisfied with any jewelry purchase from Shane Co., we'll gladly refund your money, no questions asked.

To get your full refund, simply return your Shane Co. purchase to us, undamaged, within 30 days of receiving the merchandise. Upon receipt of the returned item we will credit your account.

If you wish to purchase an alternative item, place a new order online. Or, you may exchange the item for other merchandise at any Shane Co. showroom within 30 days of receiving your online purchase.

There's no risk when you buy jewelry from Shane Co. We'll make it right - that's our promise.

Send any ShaneCo.com merchandise returns to:

ShaneCo.com
c/o Brinks Incorporated
6703 E. 47th Ave. Unit A
Denver, CO 80216

Phone: 1-866-Go-Shane (1-866-467-4263)

Please return your purchase via the U.S. Postal Service. We recommend you insure the package for the amount of purchase and send it Return Receipt Requested.

OUR POLICIES



OUR WARRANTY

At Shane Co., we stand behind everything we sell by guaranteeing its quality for life.

When you make a purchase from Shane Co., we will warranty the item against any type of manufacturer defect if you have it cleaned and inspected every six months by Shane Co. If it is inconvenient for you to bring or mail your Shane Co. purchase to one of our showrooms or to our service center, you may also validate this warranty by using a reputable jeweler in your local area to clean and inspect the item. However, any needed repairs must be made by Shane Co. to assure the quality of the work and keep your warranty in effect.

This lifetime warranty covers the quality and workmanship of your purchase under normal wear and tear. For example, if you were to lose a stone due to a defect in the setting or because a worn prong was not identified through inspection and repaired, Shane Co. will replace the stone at our expense. This warranty does not cover repair or replacement due to accidental damage, loss or theft.

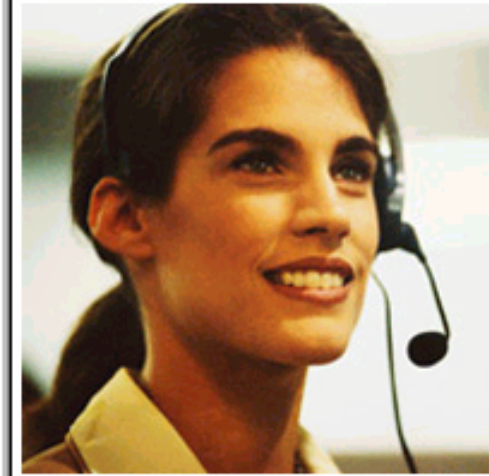
Twice-a-year cleaning and inspection is the smartest way to spot any potential problems before they occur. Be aware that you are responsible for regular upkeep of your Shane Co. jewelry. Just as a car requires periodic oil changes or new tires, you will need to pay for occasional maintenance on your jewelry, such as repairing or replacing worn prongs or heads, or restringing pearls.

To keep your lifetime Shane Co. warranty active, please follow these steps:



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CUSTOMER SERVICE

When it comes to customer satisfaction, the jewelry and the service should shine equally as bright. We're always looking for better ways to serve you. And to keep our promise to make both your purchase and experience with Shane Co. a memorable moment.

CONTACT US

We want to hear from you

CHAT - OPEN

Customer Service - Live Chat

WORK WITH AN AGENT ONLINE

Real-time with a personal shopper

FREQUENTLY ASKED QUESTIONS

Find your answers

YOUR ORDER HISTORY

Track your order

JEWELRY BASICS

Know what you're buying

THE SHANECO GUARANTEE

The promise of a lifetime

SHIPPING

How we get it there





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ABOUT US



GENERAL FAQS

If you don't find the answer to your particular question, please contact us. You can email our customer service center anytime at CustomerService@ShaneCo.com. Or if you have specific questions about this site, please contact: WebMaster@ShaneCo.com.

You can also call 1-866-Go-Shane (1-866-467-4263) to speak with a Customer Service Representative. We are available Mon-Fri 7am to 10pm, Saturday 8am to 5pm MST. Customer Service is closed on Sunday.

Quick Navigation

- Select One
- Select One
- About Us
- Quality Assurance
- Ordering and Shipping
- Privacy and Security
- Return and Repairs

About Us

About Us

Q: Why buy from Shane Co.?

A: Our friendly, helpful jewelry professionals not only know their jewelry inside out, but they are absolutely committed to helping each customer find the perfect gift or expression of individual style.

All with the assurance of doing business with an established, well-respected jeweler. And the guarantee of purchasing online without risk: We provide an unconditional 30-day, money-back guarantee that says if you are not completely satisfied - for any reason - we will refund your purchase price.

Q: Where are you located?

A: Our headquarters are in Englewood, Colorado and we have 22 showrooms in 11 states across the United States.

Q: How long have you been in business?

A: For more than 30 years three generations, we've steadily built our reputation for excellence and commitment to customer satisfaction.

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Quality Assurance

Q: How can I be sure of the quality of my purchase?

A: As direct diamond importers, we buy directly from the world's major cutting centers, eliminating middleman markups. This way, we can offer you the most beautiful, highest quality precious gems at substantial savings over

Q: How can I be sure of the quality of my purchase?

A: As direct diamond importers, we buy directly from the world's major cutting centers, eliminating middleman markups. This way, we can offer you the most beautiful, highest quality precious gems at substantial savings over retail stores.

We design and carefully craft our jewelry, extending the same high standards of quality to every piece. That means we hand-select stones to match each other in quality, size and shape. We ensure that our diamonds are accurately graded by master gemologists to exacting Gemological Institute of America (GIA) standards. It also means that we choose only the most vibrant colored precious gems and the most lustrous pearls. And that we use nothing less than 14K gold, 95% pure platinum or 92.5% sterling silver in our designs.

Q: What is the warranty on your jewelry?

A: If you take normal care of your purchase and let us examine your jewelry (and service it if necessary) every six months, we will guarantee it: For Life-For Free. Simply send your purchase to one of our 22 locations or to our service center at:

ShaneCo.com
c/o Brinks Incorporated
6703 E. 47th Ave. Unit A
Denver, CO 80216

We will be happy to clean and check your jewelry free of charge. For further details please review the Shane Co. Lifetime Guarantee.

Q: Why do you use approximate weights when describing your jewelry?

A: Unlike many other jewelers we don't buy our jewelry off a manufacturer's shelf. We purchase our diamonds and colored stones loose. Shane Co. takes pride in hand-selecting the diamonds and colored stones for our jewelry.

Q: Why do you use approximate weights when describing your jewelry?

A: Unlike many other jewelers we don't buy our jewelry off a manufacturer's shelf. We purchase our diamonds and colored stones loose. Shane Co. takes pride in hand selecting the diamonds and colored stones for our jewelry - matching for size, brilliance, and color. Because of the way we do business, there can be slight variations in the carat weights of the styles we offer. We work at keeping the diamond weight as consistent as possible, however sometimes it varies slightly. That is why we use the term approximate carat weight. Additionally, we purchase our precious colored stones by millimeter size. Because of this there can be a greater weight variation due to the depth of the stones. This is not usually noticed once it's in the setting.

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Ordering and Shipping

Q: What forms of payment do you accept?

A: We accept all major credit cards including: Visa, MasterCard, American Express and Discover. And we don't bill your card until your order has been shipped!

Q: Does Shane Co. charge sales tax?

A: Shane Co. is required to charge sales tax in any state where we have an office or store. See our Locations.

Q: Can I order a gift or gift certificate and have it shipped direct to the recipient?

A: You can send a gift or gift certificate directly to a loved one and we'll send



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JEWELRY BASICS



DIAMOND QUALITIES HISTORY

The diamond is one of nature's greatest wonders. A burst of fireworks in a compact crystalline package. Uniquely brilliant ... captivating ... and yet the simplest of gemstones. How does simple carbon become a sought-after treasure? Where do diamonds get their fire? How are they recovered from the earth's deepest recesses? How have advances in optics and diamond cutting enhanced their beauty? Unlock these secrets - and more - to fully appreciate your diamond's amazing journey.

Quick Navigation Diamond origins and mining Diamond origins and mining Where Diamonds are Found Diamond cutting Enter a mathematical approach The Diamond - in Elemental Terms

Diamond origins and mining: re

Its origins are pure carbon, not unlike the graphite in an ordinary pencil. But this carbon was turned into clear crystals - in fact, the hardest substance known to man - by tremendous heat and pressure deep within the Earth.

Diamonds are mined using two methods. The primary method is pipe mining; the secondary is alluvial mining.

Diamond origins and mining: recovering rare beauty

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Pipe Mining

Magmas containing diamonds generated by volcanic activity cooled to form diamondiferous cores or "pipes" in the earth. Pipe mining is similar to the process for mining coal underground: the "blueground" (a term used to describe the earth in which diamonds are formed) is crushed and flushed with water as it moves on conveyor belts through tubes. Once the diamond-bearing matter is washed, it is dropped onto greased belts. Diamonds stick to the grease; other matter is washed away. The grease is then boiled away, leaving rough diamonds.

In mining diamonds, it takes approximately 23 tons of blueground to yield 5 carats of rough diamond material. Furthermore, only 20% of any diamonds recovered are gem quality, while the remainder is suitable only for industrial purposes. Industrial-quality diamonds are used in drill bits, saw blades and in PC chip manufacturing, among other applications.

Alluvial Mining

Some diamonds were released from volcanic pipes by erosion of the earth's surface, and were washed away down ancient riverbeds or to coastal areas. This action created alluvial deposits from which diamonds are recovered. To mine these deposits, huge bulldozers shovel the alluvial sands directly into washing plants for processing. Completely mechanized, this method is less costly than opencast pipe mining. Smaller operations also still exist in the rivers themselves where sediment is processed for diamond rough - often using techniques that have not changed in a hundred years.