



Why Blue Nile?

Our philosophy is simple: Offer only the highest-quality diamonds and fine jewelry without pressure or pretense. At Blue Nile, you'll find the education and guidance that make shopping easy and straightforward, so you'll make the best purchase decision. And we ensure that your gift will be something she'll love forever.

We have the best Quality.

Blue Nile has established some of the highest quality standards in luxury jewelry today, ensuring that every purchase will exceed your expectations. This means that we offer only:

- Loose diamonds with FL to SI clarity grades, D to J color grades, ideal to fair cut grades, and independent grading reports from only the GIA and AGSL
- Diamond jewelry – even pieces with the smallest diamonds – that features near-colorless (I-grade color) with eye-clean clarity (SI-grade clarity) diamonds
- Platinum jewelry made from only the strongest, most durable jewelry grade platinum
- Pearls that must have high to medium luster, must be mostly round in shape, and have smooth surfaces without noticeable blemishes
- Silver made from only the finest sterling silver stamped with a fineness mark of purity
- 18k gold ensuring a more lustrous gold color than 14k, but more strength and durability than pure, 24k gold.

Shipping is always free.

Whether you're purchasing a diamond engagement ring or small gift for a friend, every Blue Nile order is shipped absolutely free. Most orders are shipped via FedEx, except in those regions of the country better serviced by the United States Postal Service.

We have the best value.

Not only is Blue Nile jewelry among the finest in the world, but you'll also find our prices are 30% to 40% below traditional retail. We're confident you won't find a better quality diamond or piece of jewelry for the price.

We are experts.

Blue Nile customer service associates have years of experience, and they don't work on commission. They're ready to provide answers to all your questions and help you find the path to the perfect gift or the right diamond.

We cover all the risks.

Your purchase is secure, whether by phone or online. Every order is shipped free via FedEx and insured to your destination. Our 30-day return policy gives you a month to consider your purchase. You can return it any time within 30 days for a full refund.

We make it easy.

Go at your own pace online with our in-depth product education, or get help one-on-one by speaking to one of our experts by phone. Once you decide, you can purchase with just a few clicks, and most of our items can be shipped the same business day.