



Procedures for Handling Dana Augustine Special Requests

REQUESTS MUST BE MADE AT LEAST 14 DAYS BEFORE YOUR EVENT DATE.

REQUESTS LESS THAN 14 days of an event will not be filled or receive a reply at this time. Please be mindful that a request submitted 14 days before the event is not guaranteed to be delivered by the event. We will make every effort to fill the request, but we cannot guarantee the request.

To submit your request, Click or Scan Link and complete Information.

LINK TO REQUEST FORM:

https://docs.google.com/forms/d/e/1FAIpQLSfE8KLCShnJexog1xXh2nj_255mrc8DAiy9HuNXXakyA6v6Fw/viewform?vc=0&c=0&w=1&flr=0

Or



Remember: A minimum of 14 Days is needed to complete special requests.

Primarily this is a **“Trunk Show”!** Key – Focus on what we are bringing in for the event. Our “While You Watch” events have proven to be very successful. The line is vast with over 2-million-dollar selection at your fingertips during your event. Make note that a very high percentage of special requests customers, nearly 90%, rarely come to the event, this also puts the event’s success totally on 1 request or 1 customer.

Your diamond line inventory list is emailed to your district or regional manager 3 to 4 weeks prior to your event. This is the selection in line with pricing, quality and size information. You can also view the sample diamond basic for selection and estimated pricing. Items are subject to prior sale and or price adjustments.

The DAI Diamond Program features diamonds from .20 Ct to 2.00 Ct in most of the popular shapes / Items are limited up to \$50,000.00 Retail / The DAI Branded Diamond program includes SWANA’S and The Centennial Diamond by Dana Augustine available in the following sizes .50, .75, 1.00 and 1.50 Ct. Our Artemis,



GIA Triple Excellent, and our Special Value Diamonds available in sizes .50, .75, 1.00, 1.50 and 2.00+

SWANA® is exclusive and only available at a DAI event in the USA! Available in the following sizes .50, .75, 1.00 & 1.50 Ct. Perfection of a Star! Rare, Limited, Stunning!

The Centennial Diamond by Dana Augustine® – Limitless love is symbolized by the **100 facets** of spectacular brilliance and a unique “**Lotus Flower**” faceted within the diamond to embody one’s connection with Nature, Wisdom and Love. The Centennial Diamond “For Love that Has No Limit” Available in the following sizes **.50 ct., .75 ct., 1.00 ct., and 1.50 ct.**

The Artemis® program features Round Colorless Diamonds in .50, .75, 1.00 & 1.50 Ct. I1 (D, E, F) and **The Artemis fancy shapes** are available in Marquise, Cushion, Pear and Oval in SI1-SI2 (D, E, F) with good to very good cut grades! The diamond for the one you...Want...Need...Protect...Love...

GIA Triple Excellent Cut is a Round Diamond available in size .50, .75, 1.00, 1.50 & 2.00 ct. SI2 or better H or better in color.

Special Value Diamonds in Round only/ sizes available .50, .75, 1.00, 1.50 & 2.00+ ct.

Signet/DAI Lab Grown Diamond Program – No Special Requests – Subject to prior sale!

	1.00 CT	1.50 CT	2.00 CT	2.50 CT	3.00 CT
ROUND	2	2	2	1	1
OVAL	2	2	2	1	1
EMERALD	2	2	2	1	1
RADIANT	1	1	1	1	1
PEARS	1	1	1	1	1
PRINCESS	1	1	1	1	1
ELOGATED CUSHION	1	1	1	1	1
SQUARE CUSHION	1	1	1	1	1
MARQUISE	1	1	1	0	0

SIGNET/DAI LAB GROWN DIAMOND PRICES

CARAT SIZE	SHAPE	RETAIL
1.00	ROUND/FANCY	\$ 1,999.99
1.50	ROUND/FANCY	\$ 3,499.99
2.00	ROUND/FANCY	\$ 5,499.99
2.50	ROUND/FANCY	\$ 6,999.99
3.00	ROUND/FANCY	\$ 9,499.99



Signet/DAI Lab Grown Diamond Program Reminders

- Signet/DAI LGD Program is limited to event selection.
- All LGD subject to prior sale
- No Special Requests
- No Special Orders
- No DAI Markdowns
- No Layaways

Semi & Mounting Requests: To better serve the guest, please know the Size & Shape of Stone being set / Finger size all helps. Knowing this important information helps aid in determining if what the guest has will work with what is being requested. Remember: Not all mountings may work with what the customer has to set! Some are very specific so knowing size, type of stone & shape, finger size is vital information to completing the sale on event day.

To help limit special request calls, please familiarize yourself with the findings.

DAI Findings – We carry a large selection of findings to accommodate most items.

Round shaped stones cut like a diamond – We have heads from .03ct to 5.00ct!

Fancy Shape Diamonds – Oval, Cushion, Pear, Marquise, Emerald Cut, Princess, from 1/5ct to 3ct

Colored Gemstones Baskets – Mostly Oval, Emerald, cut primarily from 6x4 to 16x12 and baskets for Pear Shape 6x4 to 14x9 & Marquise color 12x6. Available in 14kt white & yellow gold

REMEMBER-

1. Special Requests – 14 Days Prior to your Scheduled Event!

*Consider Holidays, Blackout Periods and Weekends when emailing or calling!

Office hours are 9am to 6pm EST / Monday – Friday

2. Loose Diamonds – Limited up to 2 ct. or a \$50,000.00 maximum retail / Natural Diamonds Only

A. Refer to Diamond Inventory List for Price & Selection.

3. Diamond Semi-Mountings – Limited to DAI Product

A. Designer Collection – Finger Size Range 5 to 9 / Most for Center stones .50ct to 1.50ct

B. Designs are made for specific shape and size diamonds.



4. Plain Mountings Pendant & Earrings – From Freeform Designs to Traditional – Limited to DAI Product Selection.
5. Centennial Fashions and Dana Couture finished designs are limited to the selection in the line. These pieces are finished designs and there is no adding or switching out or altering of the Finished Designs
6. Colored Gemstones /Limited to DAI Product Selection of birthstone for each month. We do not carry or supply irradiated or coated colored gemstones! A few examples- Morganite, Blue Topaz, Mystic Topaz

Precious Gemstones EC/OV Shapes Only / Sizes up to 8x6

Semi-Precious EC/OV Shapes Only / Sizes up to 10x8

Not all items may be available at time of call /some items may be subject to Special Order Only / Special Order normally takes 4 to 6 weeks for our USA product. Our Dana Augustine International Designs may not be currently available or may take up to 10 to 12 weeks. Our Seamless International Collection size ranges from size 5 to 9 with centers that are made for specific shapes & sizes from 1/2 to 1.5Oct.

We want to provide you and your customers with the very best service, selection and experience during our “Trunk Show” event. These guidelines are intended to help answer a lot of questions during your preparation as well as help eliminate calls and follow-up for us both.

