



Procedures for Handling Dana Augustine Special Requests for KAY

REQUESTS MUST BE MADE AT LEAST 14 DAYS BEFORE YOUR EVENT DATE. We make every effort to fill the merchandise request; however, we cannot guarantee the request due to things out of our control. Requests submitted under 14 days unfortunately will not be processed. Check with your Sales Rep as many items are similar and in the line.

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

LINK TO REQUEST FORM: <https://signet.danaaugustineinc.com/>

Or



Remember: Your Dana Augustine Event is primarily a “Trunk Show”! Key – Focus on what we are bringing in for the event. Our “While You Watch” events have proven to be phenomenally successful. Your selection is vast and at your fingertips during your event. Make note that an extremely high percentage of special requests customers, 90%, rarely come to the event, or we put all our hopes and dreams of the event’s success on 1 request or 1 sale.

Your events diamond inventory list is emailed to your district or regional manager 3 to 4 weeks prior to your event with pricing, quality, and size information. You can also view the sample diamond basic for selection and estimated pricing on the Dana link on your in-store tablets. Items are subject to prior sale and or change.

The Dana Augustine Diamond Program features diamonds from .20 Ct to 2.00 Ct in most of the popular shapes. **Items are limited to retails of \$50,000.00.**



The Dana Augustine Branded Diamond program consist of the SWANA Diamond, The Mastercut Diamond, Artemis and The Centennial Diamond by Dana Augustine are available in the following sizes .50, .75, 1.00 and 1.50 Ct.

SWANA® is exclusive and only available at Dana Augustine events in the USA! 89 Facets reflecting a magnificent 8-pointed star! SI2+/GHI Available in the following sizes .50, .75, 1.00 & 1.50 Ct. The Perfection of a Star! Rare, Limited, Stunning - SWANA!

The Mastercut Diamond® Created by Leo Schachter for Dana Augustine, who has been cutting the world's most beautiful diamonds for four generations. The Mastercut Diamond pushes the limits of brilliance and beauty. The Mastercut Diamond has a unique, patented cut that adds hundreds of micro-facets, reflecting more light and creating a diamond of breathtaking beauty and brilliance. SI2+ GH+ Available in the following sizes .50, .75, 1.00 & 1.50 Ct.

The Centennial Diamond by Dana Augustine® – A stunningly unique diamond inspired by the most desired flower on earth. Cut and fashioned by Leo Schachter for Dana Augustine. Featuring 100-facet cut, each diamond is hand-crafted to reveal an exquisite, immersive rose flower pattern in a burst of sublime brilliance. SI2+/GHI Available in the following sizes are 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 our **Artemis fancy shapes** are available in Marquise, Cushion, Pear, and Oval in SI1-SI2 (D, E, F) with good to exceptionally good cut grades!

Artemis - 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/ I1+/GHI+ 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	4	4	4	2	2
OVAL	3	3	3	2	2
EMERALD	2	2	2	1	1
RADIANT	2	2	2	1	1
PEARS	1	1	1	1	1
PRINCESS	2	2	2	1	1
ELONGATED 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	\$ 1,599.99
1.50	ROUND/FANCY	\$ 2,499.99
2.00	ROUND/FANCY	\$ 3,499.99
2.50	ROUND/FANCY	\$ 4,199.99
3.00	ROUND/FANCY	\$ 4,499.99

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 vital 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 extremely 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 wide 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. Natural Mined Loose Diamonds –

- SWANA, MASTERCUT, ARTEMIS, CENTENNIAL
- Dana Augustine Branded Diamonds from 1/2ct to 1.50ct
- Refer to Diamond Inventory List for Price & Selection
- Triple Excellent & Special Value Diamonds available from 1/2ct to 2.00ct

3. Signet/Dana Augustine Lab Grown Program

- Clarity VS1 or better / Color DEF
- Available from 1.00ct to 3.00ct / *Marquise size up to 2.00ct
- Available the following cut: Round, Oval, Emerald, Radiant, Pear, Princess, Elongated Cushion, Square Cushion and Marquise
- Limited to event selection

4. Diamond Semi-Mountings – Limited to DAI Product

- Designer Collections - The Seamless Collection-Finger Size Range 5 to 9
- Fixed Cast heads for most for Center stones .50ct to 1.50ct
- Designed for a wide range of sizes and shapes (peg-heads)
- Cast Fixed heads are made for specific shape and size diamonds. Review with your Sales Rep.



5. Plain Mountings Pendant & Earrings –
 - Freeform Designs to Traditional – Limited to DAI Product Selection.
 - 14kt yellow, white, rose, and two-tone
6. Centennial Fashions
 - Finished designs are limited to the selection in the line.
 - These pieces are finished designs/ no adding, switching out, or altering design.
6. Colored Gemstones
 - Limited to DAI Product Selection of birthstone for each month.
 - Birthstone size in Round 3mm, 4mm, 5mm
 - 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

Remember: 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 designs.
- 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 absolute 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.

