



Procedures for Handling Dana Augustine Special Requests for Helzberg

Please Email requests to: requests@danaaugustineinc.com with all needed information. Look for follow-up via email with-in 1 to 2 business days after your email.

Remember: A minimum of at least 2 Weeks is needed to complete special requests.

Items are limited to \$50,000.00.

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 nearly 2 million dollar selection at your fingertips during your event. Make note that a very high percentage of special requests customers, nearly 80% rarely come to the event, this also puts the events success totally on 1 request or 1 customer.

Your diamond line inventory list is emailed to your regional manager 3 to 4 weeks prior to your event. This is the selection in the line with pricing, quality and size information.

The Dana Augustine 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, The Centennial Diamond by Dana Augustine and Artemis Diamonds available in the following sizes .50 , .75 , 1.00 and 1.50 Ct. GIA Triple Excellent, along with our Special Value Diamonds available in sizes .50, .75, 1.00, 1.50 and 2.00 ct. / DAI currently carries only Natural Diamonds!

Our SWANA is exclusive and only available during a Dana Augustine 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 – Bold...Brilliant...Beautiful...Is a 100 faceted brilliant cut diamond of stunning brilliance to symbolize “Limitless Love” and has a unique “Lotus Flower” faceted within the diamond to embody one’s connection with Nature, Wisdom and Love. Available in the following sizes .50, .75, 1.00 & 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** 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.

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 finding to accommodate most items.

Round shape 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 – Email 2 Weeks to 10 Business Days Prior to your Scheduled Event!
requests@danaagustineinc.com it's important to provide us with Store number, phone number as well so we can follow-up or get questions answered. * Take into account Holidays, Blackout Periods and Weekend when emailing or calling! Office hours are 9am to 6pm / 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 / Center stones .50ct to 1.50ct and
 - 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 USA product. Due to COVID International Designs may not be currently available, or may take up to 8 to 12 weeks. International Designer Collections size ranges from size 5 to 9 with centers that are made for specific shapes & sizes from 1/2 to 1.50ct.

We want to provide you and your customers the very best service, selection and experience on event day. 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.

We will make every attempt to complete the special request for you given proper time. Emailing requests into requests@danaagustineinc.com is the preferred method making follow-up quicker. This should help eliminate calls back and forth, you can use page three as a guide and email to us.



SPECIAL REQUEST FORM

Store Name & Store #: _____ Event Date: _____

Store Contact: _____ Store Phone # _____

Mounting Request

Customer name: _____ Price; _____

DAI Style # _____ 14 kt. Yellow or White / Other: _____

Stone to be set: _____ Instructions: _____

DAI Style # _____ 14 kt. Yellow or White / Other: _____

Stone to be set: _____ Instructions: _____

DAI Style # _____ 14 kt. Yellow or White / Other: _____

Stone to be set: _____ Instructions: _____

Loose Diamonds

Customer name: _____ Price; _____

Size: _____ Shape: _____ Color: _____ Clarity: _____

Instructions: _____

Size: _____ Shape: _____ Color: _____ Clarity: _____

Instructions: _____

Size: _____ Shape: _____ Color: _____ Clarity: _____

Instructions: _____

Colored Gemstones

Customer name: _____ Price; _____

Type: _____ Quantity: _____ Shape: _____ Millimeter Size: _____

Type: _____ Quantity: _____ Shape: _____ Millimeter Size: _____