

Crown of Light Audition Scripting

Let's switch gears for a moment and talk about the word "innovation". A great Innovator comes around maybe once every other generation. They change our lives forever. They change our perception of what we once thought was the best. What Steve Jobs achieved with computers, or what Walt Disney brought to life with his animation; they are fine examples of pioneers, known globally for the contributions in their respective fields.

So, when we talk about diamonds, where is the innovation? How do we see it? We see it in the way a diamond performs. The way a diamond reflects and refracts light to give us sparkle. To understand what I just said, let me give you a bit of history about diamonds.

Let's go back in the past to the 1800's. That's when the first shift in diamond cutting methods occurred, when a diamond called the "old mine cut" came into being. You may have even seen an old mine cut before. Perhaps your great, or great great grandmother, owned one. Due to the lack of refined technology, these older gems had an uneven pattern of light and dark. They produced very little sparkle or fire.

Let's now move forward on our timeline to the 1900's. With increased technology, diamond cutting developed into a style known as the traditional round brilliant blueprint. The 58 facet round brilliant originally developed in 1919, emphasized whiteness and displayed a tighter mosaic of facet design, producing a splintery light performance. For close to a century, we thought that this was the highest peak in a diamonds' evolution.

But what's happened since then? The 21st century arrived, and the mastery of diamond cutting continued to evolve. Technology moved forward, and with the new millennia came a diamond with a faceting blueprint that dramatically changed the way a diamond performs in light. Yes, the architecture of this diamond is unlike any other on the market today, producing extraordinary sparkle and fire.

Ladies and gentlemen, what do we LOVE about diamonds?? YES, SPARKLE! Sparkle is what catches the eye; sparkle is what we fall in love with. EVERYONE notices sparkle, and the Crown of Light is the diamond cut that truly redefines sparkle; redefines what we can expect from the *performance* of a diamond.

Now, I just used a very important word: *Performance*. Because when you put your hard-earned money into something, whether it's a blender or a car, what do you EXPECT it to do? Yes, PERFORM. The Crown of Light simply outperforms every other diamond on the market with more sparkle and more fire.

You see, the Crown of Light is a diamond with 90 masterfully placed facets. This unique faceting design is so exceptional that it was awarded a US Patent. It is the pioneering

architecture and shape of this diamond cut that has catapulted this brand into becoming a top selling diamond brand globally.

Before we wrap things up, I want you to understand that the power and beauty of a diamond is all in the cut. Mother nature gives diamonds their color and clarity, we humans cut diamonds, giving them their sparkle! The Crown of Light can out-sparkle ANY other diamond on the market today, REGARDLESS of color and clarity.

I could talk about the Crown of Light all day, but don't take my word for it. You can see it for yourselves at Diamonds International. Make sure you get your Crown of Light VIP card before you go shopping this week!