



AIYA DESIGNS

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SALT AND PEPPER TRAINING MANUAL

Call us for any special-order requests or custom Salt and Pepper
Orders

What are Salt and Pepper Diamonds?

- ❖ Salt and Pepper Diamonds are natural mined diamonds that have natural striations and peppering throughout the diamond
- ❖ These stones come in a variety of colors
 - The most prevalent and popular are those of the grey variety
- ❖ Salt and pepper diamonds can be diamond slices or full cut
 - Salt and Pepper Diamond slices give a similar (if not the same) look as a full cut salt and pepper diamond at a fraction of the cost
 - Aiya Designs creates styles that give the illusion of a full cut salt and pepper center when the center stone is a slice

Modern Spin on a Classic Concept

- ❖ Diamond engagement rings have been traditional for years now
 - Salt and Pepper rings take that traditional concept and turn it on its head – fusing traditional with innovative
 - Think retro modern
 - The center is still a diamond – just not the traditional flawless diamond to which we have become accustomed
- ❖ These rings can be sold as right-hand fashion rings as well as engagement rings
 - Often (but not always) ‘which’ boils down to demographics
 - Millennials often buy S&P rings as engagement rings
 - Non-millennials often buy them as right hand rings
 - This is not a hard and fast rule, don’t make assumptions and cheat yourself out of a sale. Simply be aware of who your consumer is.

- ❖ Salt and Pepper centers make great gemstone alternatives as well.
 - They can be described as 'Earthy' – which appeals to many who think they want a gemstone center

One of a kind

- ❖ Each center is unique and 'one of a kind'
- ❖ While all diamonds are technically one of a kind, Salt and Pepper centers have visible differences that appeal to the consumer
- ❖ Two rings of the same style can look completely different because the center stone will never look exactly like another
 - It is important to note that this also means pricing may vary from piece to piece based on the size and quality of the center stone
- ❖ Phrases to use when emphasizing this concept:
 - One of a kind
 - Not your Mom's engagement ring
 - This also makes a great hashtag when promoting online #notyourmomsengagementring
 - Naturally unique
 - Mother nature's artwork
 - Visibly distinctive
 - Earthy alternative
 - The beauty is in the flaws

Other factors

- ❖ The cost of a salt and pepper piece is less than that made with a traditional flawless center

- This affordability speaks to many people. They can now afford diamond jewelry without having to sacrifice other larger purchases
- ❖ While this is a trendy concept and has become popular with many, you are still selling gold and diamonds which will always hold value
- ❖ We have found salt and pepper sells best in rose or yellow gold settings however all styles are available in white gold as well
- ❖ These are the styles consumers are seeing online and cannot find in their local store (until now)

Aiya Designs Salt and Pepper Jewelry

- ❖ Aiya Designs (pronounced eye-yah with the emphasis on the first syllable) prides itself on the quality and craftsmanship of its jewelry
- ❖ These rings, earrings, and pendants are set in 14k solid gold and surrounded by H color SI white diamonds
 - By using good quality side diamonds, the jewelry still has significant sparkle
 - It's the best of both worlds
 - The white diamonds also add to the contrast and individuality of the center stone
- ❖ Our designs have a variety of styles that range from classic round centers to distinctive geometric shapes such as hexagons and kites
 - The more alternative shapes and settings pair well with what the audience is looking for
- ❖ We also have half halos and heavier metal accents such as bezels
- ❖ We play with contrast and juxtaposition to create exceptional styles that sell
- ❖ We can custom make any salt and pepper style if your customer has a specific look in mind

Tips on Selling Salt and Pepper Jewelry

- ❖ Quickly educate your audience on what salt and pepper is
 - Salt and pepper diamonds are natural mined diamonds that are unique and one of a kind
- ❖ Explain the value of what they could be purchasing
 - Solid 14k gold with all-natural mined H color SI white diamonds surrounding the center (where applicable)
 - Natural mined center diamond at a fraction of the cost of a traditional diamond
- ❖ Emphasize the uniqueness of the center stone
 - No two stones are alike. You can see the difference. Unlike anything you or your friends have.
 - The beauty is in the flaws
- ❖ Show them the variety of styles and the flyer with other styles not in store – if they are looking for something different
- ❖ Remember, earrings and pendants make great add on sales.
 - Many popular styles have matching pendants or earrings

Who to Target

- ❖ Millennials looking to get engaged
- ❖ Women (or men) looking for a fun and different right-hand ring
- ❖ Anyone who wants a diamond but cannot afford a traditional flawless diamond
- ❖ Anyone looking at gemstone jewelry
- ❖ Anyone looking for the new hot thing

If you have any questions or concerns or would like more information, please call us at 1-800-427-8886

Happy Selling!