



Maddie V Designs

Brand Positioning: Consciously Curated Luxury — Made in the USA from certified lab-grown diamonds and real gold, Maddie V Designs delivers the high-end sparkle your clients crave—without compromise.

1. Brand Foundations

What We Sell:

A thoughtfully selected collection of timeless, everyday luxury pieces — including stud earrings, tennis bracelets, cross pendants, and anniversary bands — crafted from:

- IGI-certified lab-grown diamonds
- 10K, 14K, and 18K Yellow, White, Rose, and Two-Tone Gold
- Platinum for hypoallergenic, long-lasting wear
- Made in the USA

What Sets Us Apart:

- Certified lab-grown diamonds with VS-VS1 clarity and E-F color
- All stones above 2 carats include IGI certification
- Transparent pricing and ethical sourcing
- Spa-level elegance with boutique-friendly pricing

Top Customer Profiles:

- Women buying for themselves
- Husbands or partners buying gifts
- Boutique spa customers upgrading or customizing a gift

2. Selling Lab-Grown Diamond Jewelry: Advanced Guide

Lab-grown diamonds require a thoughtful and educational sales approach. You're not just selling a luxury item—you're guiding a buyer through an ethical and modern alternative to traditional fine jewelry. Below is an advanced breakdown of how to build trust, deliver value, and close confidently with lab-grown clients.

2.1 Understand Buyer Mindsets

Customer Personas to Look For:

- Ethical Buyers: Value conflict-free, sustainable sourcing
- Style-First Buyers: Care about the look and size more than origin
- Budget-Conscious Buyers: Want maximum sparkle for the best value
- Skeptics: Unfamiliar with lab-grown, may confuse with simulants (e.g., cubic zirconia)



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2.2 Master the Key Differentiators

1. Composition: Lab-grown diamonds are chemically, optically, and physically identical to natural diamonds.
2. Certification: Highlight that Maddie V uses IGI (International Gemological Institute) certification—especially important for stones over 2 carats. IGI grading ensures trust and accuracy.
3. Price vs. Value: Lab-grown diamonds are typically 40–60% less expensive than natural stones. Use comparisons: "For the same price as a 1.5ct mined diamond, you can get a 3ct certified lab-grown diamond with better color and clarity."
4. Emotional Appeal: Use purpose-driven language—"guilt-free sparkle," "modern luxury without compromise," and "style with integrity."
5. Resale Value: Be upfront: most lab-grown diamonds have lower resale value (20–30%). Then reframe: "Fine jewelry is rarely resold—it's meant to mark a moment or celebrate something permanent."

2.3 Common Objections and Responses

"Aren't lab diamonds fake?"

Response: "Not at all. Lab-grown diamonds are 100% real—just made in a lab rather than underground. They're chemically and structurally identical. Even a gemologist can't tell without equipment."

"Do they last like real diamonds?"

Response: "Absolutely. Lab-grown diamonds are graded on the same durability scale—10 on the Mohs hardness scale—and are heirloom quality."

"Will it hold its value?"

Response: "Most jewelry isn't bought for resale. Our customers choose Maddie V for beauty, ethics, and meaning—not resale speculation."

2.4 Language That Builds Trust

- "These are IGI-certified and lab-grown right here in the U.S.—luxury without compromise."
- "You're getting a more significant look, with better specs, and none of the ethical concerns."
- "This is the future of fine jewelry—elegant, sustainable, and smart."
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2.5 Bonus: Selling at Events or in Spas

- Always have lighting to show sparkle.
- Have certification and product cards handy.
- Use mirrors and soft-touch packaging to enhance the emotional moment.
- Offer side-by-side comparisons: a natural vs. lab stone visual card.



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1. Focus on Transparency

Customers appreciate honesty. Always disclose that the diamonds are lab-grown and emphasize their identical chemical and physical makeup to natural diamonds.

2. Ethical Sourcing as a Selling Point

Many customers choose lab-grown because they want to support sustainable, conflict-free jewelry. Lead with this benefit when selling to value-driven clients.

3. Value for Money

Lab-grown diamonds are typically 40-50% less expensive than natural diamonds. Use this to frame value-based decisions: "You're getting a 3-carat look for the price of a 1.5-carat mined diamond."

4. Address Resale Concerns Head-On

Explain that resale value is lower (20-30% of original price), but highlight that most fine jewelry is not a resale investment. It's about emotional value, celebration, and beauty.

5. IGI Certification Matters

Educate customers that Maddie V pieces come with IGI certification when above 2 carats. Use this to build trust.

6. Use Emotional Language

"Guilt-free luxury," "modern romance," and "sparkle with purpose" are phrases that appeal to ethical, style-conscious buyers.

7. Always Tie It to the Moment

Ask: "Is this piece to celebrate something?" When they say yes, position the jewelry as a meaningful and ethical gift.

8. Close Confidently

Don't oversell. Present the facts clearly and ask, "Would you like to try it on?" or "Do you want to take this home today?"

3. Product Knowledge Guide

Each Maddie V piece is selected for quality, wearability, and emotional impact. Use the following details to confidently talk about craftsmanship, styling, and selling points.

Stud Earrings (Martini Style)

- Carat Range: 2.2 - 6.02 CTW
- Metal Options: 14K White or Yellow Gold
- Setting: 3-prong martini setting, medium posts and backs
- Certification: IGI for larger stones
- Customer: Everyday sparkle, bridal, milestone gift
- Talking Point: "Sits flush to the ear for a weightless look and sparkle from every angle."



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Tennis Bracelets

Carat Range: 4.26 – 7.33 CTW

Length: 7"

Setting: 4-prong classic with secure clasp

Metal: 14KYG

Customer: Giftable, collectible, high-impact

Talking Point: "Iconic and timeless, these are our top stacking and celebration pieces."

Cross Pendants

Carat Range: 0.42 – 2.0 CTW

Style: 6-round diamond shared prong setting, 18" chain

Metal: 14KYG and 14KYG

Customer: Faith-based, milestone, everyday wear

Talking Point: "Delicate but impactful—perfect for daily inspiration or gifting."

Diamonds by the Yard Necklaces

Carat Range: Up to 3.41 CTW

Style: Burnish set diamonds on 14K chain with two-tone bezels

Customer: Layering lovers, minimalist elegance

Talking Point: "Each stone moves freely, catching light with every step."

Anniversary / Eternity Bands

Carat Range: 1.76 CTW

Style: French set, continuous stones, size 6 standard

Metal: 14KYG

Customer: Stackers, milestone rings, bridal complements

Talking Point: "A love story in every stone. Perfect for anniversaries or stacking."



Customer Interaction & Relationship-Driven Sales

Selling fine jewelry isn't just about sparkle — it's about human connection, trust, and timing. This section trains your team on how to engage customers, create personal buying experiences, and build long-term client relationships that go beyond a single sale.



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Greeting & First Impressions

Warm, Genuine Welcome

- Greet every customer within 3-5 seconds of them entering the space.
- Use eye contact and smile — your energy sets the tone.

Examples:

- “Hi there! Let me know if you'd like to try anything on.”
- “Welcome! I’m here to answer any questions — take your time browsing.”

Do NOT:

- Jump straight into a sales pitch.
- Hover or pressure. Let them breathe first.

Active Listening & Needs Discovery

Ask Open-Ended Questions

- “Are you shopping for yourself or a gift?”
- “What brings you in today?”
- “Do you wear studs often or are you looking for something special?”

Clarify & Reflect Back

- “So something minimal, but with a little sparkle — got it.”
- “You’re looking for something classic in yellow gold, right?”

Why it Matters:

It shows you're paying attention — and helps build trust quickly.

Empathy & Emotional Connection

Jewelry is emotional. It marks moments: birthdays, anniversaries, milestones, even personal triumphs.

Be Present:

- Nod, smile, pause. Match their energy and pace.
- Let them tell you their story — and listen without interrupting.

Empathetic Phrases:

- “That sounds like such a meaningful gift.”
- “You deserve something special to celebrate that.”



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Personalized Recommendations

Tailor Based on:

- Budget
- Style (classic, modern, vintage, bold)
- Occasion (birthday, wedding, personal milestone)

Give Options Thoughtfully:

- Offer 2-3 pieces at a time
- Explain how each meets their preferences

Example:

"This martini stud is in white gold for a clean, timeless look. But if you love rose gold, this cushion pair might be perfect — just as sparkly, but a little warmer."

Visual Aids & Storytelling

Use the Power of Visualization:

- Try-on trays
- Hand mirrors
- Product videos or high-res photos (if selling online)
- Storytelling Adds Value:
 - "This tennis bracelet uses lab-grown diamonds certified by IGI — the same standard used by luxury brands."
 - "The cross pendant design was inspired by vintage shared-prong styles, but made with modern lab-grown stones."

Let the Customer Envision:

- "This would be amazing layered with your everyday chain."
- "Can you picture this for that special dinner you mentioned?"



Sales Techniques & Closing Skills

Focus on Benefits, Not Just Features

Don't just say:

"This is a 2-carat F color VS1 diamond in white gold."

Say instead:

"This gives you that clean, crisp sparkle people notice across the room — and it's perfect for daily wear without worrying about it catching."

Benefits answer: "What's in it for me?"

Let the Customer Envision:

- "This would be amazing layered with your everyday chain."
- "Can you picture this for that special dinner you mentioned?"



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Create Gentle Urgency

Without being pushy:

- “This one’s been really popular — I only have one left in this size.”
- “This is part of our limited seasonal release — once it's gone, it's gone.”

Urgency nudges decision-making — especially for gifts or one-of-a-kind pieces.

Offer Limited Options

2 to 3 pieces MAX — too many overwhelms.

- “Here are two pieces that fit what you're looking for.”
- “Between these, which one feels more ‘you’?”

Then guide them toward a decision by reaffirming their earlier needs.

Objection Handling (Price, Style, Gifting)

Price Concerns?

“We use lab-grown diamonds that are certified — so you’re getting the same clarity and cut as mined stones, just without the markup.”

Not Sure About Style?

“Try it on — sometimes you fall in love with the feel, not just the look.”

Shopping for Someone Else?

“Does she wear more white or yellow gold? We can narrow it from there.”

Close the Sale Confidently

- Recap: “You loved the sparkle, the size is perfect, and it fits your budget.”
- Ask: “Would you like to take this home today?”
- Offer options: “I can wrap it now or ship it if that’s easier.”

If they hesitate:

“You don’t have to decide right now — but I’ll keep this aside for you in case you want to come back. It’s one of our most popular pieces.”

Build Long-Term Relationships

Even if they don’t buy today:

- Collect name/email (with permission)
- Offer to text when new pieces arrive
- Send thank-you notes to repeat buyers

Golden Rule:

Every customer interaction is an opportunity to build loyalty, not just close a sale.



Other Key Topics for Ongoing Training

\$ Pricing

Understand how pricing is set:

- Materials: diamond grade, metal type (14K, 18K, platinum)
- Labor & Design: U.S.-made, IGI certification, custom settings
- Brand Value: Maddie V = luxury with conscience

Online Sales

How selling on social media:

- Use high-quality video/photos
- Respond quickly and politely
- Be transparent about shipping times and packaging

Platforms: Instagram, Facebook, Pinterest, etc

Security

- Never leave inventory unattended in a spa or boutique
- Always confirm the correct packaging before handing over jewelry
- Watch for suspicious behavior and store valuables in locked cases when not on display

Stay Current

- Study seasonal trends (e.g., tennis bracelets for summer layering)
- Know the newest Maddie V pieces by SKU and style
- Keep up with lab-grown jewelry innovations and market pricing shifts

Customer Experience & Language

How you speak to customers matters just as much as what you say.

Tone:

- Be warm, confident, and clear — not pushy or overly scripted
- Use plain language when explaining technical details like “color grade” or “IGI-certified”

Language Tips:

- Say: “Lab-grown diamonds are real diamonds — same sparkle, just created more sustainably.”
- Avoid: “These are fake diamonds” or “synthetic” — those terms create doubt

Customer Emotions:

- Jewelry is often tied to major moments (weddings, anniversaries, self-reward)
- Practice empathy and curiosity: “Is this piece for a special occasion?” or “Tell me what you love about this style.”

Closing with Confidence:

- Don't pressure — guide: “If you're still deciding, I'm happy to send more info or photos.”
- Offer options: “This bracelet pairs beautifully with our studs if you're building a set.”



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Diamond Size Chart (Round Brilliant)

This chart helps you estimate the carat weight of a round brilliant lab-grown diamond based on its millimeter (mm) diameter. Use it to confidently explain sizing during sales conversations, especially when customers ask how big a carat "looks" in real life.

💡 Key Tip:

A 6.5 mm round diamond $\approx$ 1.00 carat, which is the industry standard for comparing stone size.

1.25 mm 0.010 ct	1.30 mm 0.011 ct	1.35 mm 0.012 ct	1.40 mm 0.013 ct	1.45 mm 0.014 ct	1.50 mm 0.015 ct	1.55 mm 0.016 ct	1.60 mm 0.019 ct	1.70 mm 0.020 ct	1.80 mm 0.025 ct
1.90 mm 0.030 ct	2.00 mm 0.035 ct	2.10 mm 0.040 ct	2.20 mm 0.045 ct	2.30 mm 0.050 ct	2.40 mm 0.060 ct	2.50 mm 0.065 ct	2.60 mm 0.070 ct	2.70 mm 0.075 ct	2.80 mm 0.085 ct
2.90 mm 0.10 ct	3.00 mm 0.11 ct	3.10 mm 0.12 ct	3.20 mm 0.13 ct	3.30 mm 0.14 ct	3.40 mm 0.15 ct	3.50 mm 0.16 ct	3.60 mm 0.18 ct	3.70 mm 0.20 ct	4.10 mm 0.25 ct
4.30 mm 0.30 ct	4.60 mm 0.35 ct	4.80 mm 0.40 ct	4.90 mm 0.45 ct	5.20 mm 0.50 ct	5.40 mm 0.60 ct	5.70 mm 0.70 ct	6.00 mm 0.80 ct	6.30 mm 0.90 ct	6.60 mm 1.00 ct



How to Use This Chart in Sales:

When a customer asks "How big is a 1-carat diamond?" → show them 6.5 mm.

For studs: "These 6 mm earrings are just under 1 carat each."

For tennis bracelets or necklaces: help the client visualize total carat weight distributed across a row of smaller stones.

Always reinforce: stone cut, setting style, and finger/ear size all influence visual impact.



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ROUND DIAMONDS

0.50 carat (5.0mm)

0.75 carat (5.7mm)

1.00 carat (6.5mm)

1.50 carat (7.3mm)

2.00 carat (8.0mm)

3.00 carat (9.1mm)

◆ Common Diamond Shapes (with Style Notes)



*Round
Brilliant*



Radiant



Princess



Asscher



Cushion



Heart



Trilliant



Marquise



Oval



Emerald



Baguette



Tapered Baguette



Pear



Lozenge



Briolette



Drop



Half-Moon



Trapezoid



Fan



Whistle



Bullet



Shape	Description	Style Notes	Visual Size vs Carat
Round	Classic, symmetrical 58-facet cut	Maximum sparkle, timeless look	Looks smallest per carat
Oval	Elongated version of round	Elegant, finger-lengthening	Looks larger than round
Cushion	Rounded square or pillow-like	Romantic, vintage-inspired	Medium face-up size
Radiant	Rectangular with trimmed corners, brilliant cut	Bold sparkle, modern	Face-up size between cushion and emerald
Emerald	Step-cut rectangular	Clean, elegant, sophisticated	Shows inclusions more easily
Pear	Teardrop shape	Unique and slimming	Elongates fingers
Marquise	Pointed oval shape	Dramatic, vintage	Largest face-up per carat
Princess	Square brilliant	Modern, edgy	Slightly smaller face-up
Asscher	Square step-cut	Art Deco vibe	Deep cut, smaller face-up

Diamond Shapes & Popularity Trends

Each diamond shape has its own personality—and popularity. Knowing the trends can help guide your customer to the perfect piece.

Round Brilliant

- #1 Most Popular (60–70% of sales)
- Maximum sparkle and timeless appeal.
- Perfect for classic, traditional buyers.

Oval

- Very Trendy
- Elongates the finger and sparkles like a round.
- Great for modern, fashion-forward customers.

Emerald

- Elegant & Vintage
- Step-cut with clean lines and subtle shine.
- Loved by those with refined, classic taste.

Cushion

- Romantic Favorite
- Rounded and soft, with vintage charm.
- Ideal for halo settings and sentimental styles.

Radiant

- Bold & Brilliant
- Hybrid of emerald and round shapes.
- Great for customers who want sparkle in a rectangular shape.

Pro Tip for Reps:

Ask the customer if they're drawn to classic sparkle, vintage charm, or modern trends. From there, you can guide them to the most flattering shape—and pair it with a matching setting or earring style for upsell potential.



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Jewelry Anatomy & Terminology

Earrings

- Post: The straight metal piece that passes through the ear piercing (typically found on studs and martinis).
- Back: The piece that secures the earring in place (e.g., friction, screw-back, or guardian).
- Huggie: A small, thick hoop earring that "hugs" the earlobe.
- Hoop: A circular earring, typically larger than a huggie.

Rings

- Shank: The band portion that wraps around the finger.
- Head: The upper part of the ring that holds the stone(s).
- Prongs: Tiny metal arms that secure the diamond or gem in place.
- Gallery: The side view area beneath the setting; can feature decorative cutouts or supports.

Necklaces & Pendants

- Bail: The loop or connector at the top of a pendant that the chain slides through.
- Clasp: The closure mechanism on a chain (spring ring, lobster, or box clasp).
- Bezel Setting: A metal rim that fully surrounds the stone (used in "diamonds by the yard").

Bracelets

- Links: The individual components that form flexible bracelets.
- Box Clasp with Safety: A secure closure that's standard on high-value pieces like tennis bracelets.

GOLD COLORS EXPLAINED

All gold starts yellow. Other metal alloys are mixed in to create white, rose, or two-tone gold.

★ Yellow Gold

- Warm, rich, classic
- Pairs beautifully with warmer skin tones
- Associated with vintage and heirloom styles

❄️ White Gold

- Cool-toned and sleek
- Rhodium-plated for brightness (may require re-plating over time)
- Pairs with diamonds for a crisp, icy look

🌸 Rose Gold

- Blended with copper for a pink hue
- Romantic, modern, and trendy
- Very flattering on all skin tones

🔄 Two-Tone Gold

- Mix of white and yellow (or rose) gold
- Adds versatility — easy to match with other jewelry
- Customers love it for its unique contrast



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Sales Tip:

"If your customer wears both gold and silver tones, suggest two-tone. It bridges both wardrobes beautifully."

✿ PLATINUM: The Prestige Metal

- 95-98% pure (hypoallergenic and ultra-durable)
- Naturally white — no plating needed
- Denser and heavier than gold
- Develops a natural patina (a soft matte sheen) over time

Best For:

- Sensitive skin customers
- High-end buyers who want prestige and permanence
- Luxury engagement settings

Sales Tip:

"Platinum is the top-shelf choice — pure, rare, and made to last for generations. You'll feel the quality in the weight alone."



HOW TO MATCH METAL TO CUSTOMER NEEDS

Buyer Type	Recommended Metal	Why
Budget-conscious	10K gold	Durable, affordable
Everyday luxury shopper	14K gold	Balance of cost, color, and wearability
High-end gift buyer	18K gold or platinum	Prestige, deeper color or purity
Trend-savvy buyer	Rose or two-tone gold	Fashion-forward, unique styles
Sensitive skin buyer	Platinum	Hypoallergenic, no nickel or plating



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✦ Metals & Lab-Grown Diamonds: What to Know

- White gold enhances colorless stones like E or F clarity diamonds (typical of Maddie V Designs).
- Yellow or rose gold can add warmth or visual contrast to cooler diamond tones.
- Platinum provides maximum brightness and is often used for IGI-certified center stones in solitaire or martini settings.

Sales Tip:

"White gold will give this stone an even icier pop, while yellow gold will add warmth and contrast. It really depends on the vibe you want — we can help you match it to your style."

💎 Diamond Education: Mastering the 4 Cs for Sales

To confidently sell lab-grown diamond jewelry, your team needs to understand — and clearly explain — the 4 Cs: Cut, Color, Clarity, and Carat Weight. These four characteristics determine a diamond's beauty, quality, and value. Here's a breakdown tailored for Maddie V Designs.

CUT - "The sparkle factor"

Definition:

Cut refers to how well a diamond has been shaped and faceted — not its shape (round, oval, etc.), but how well it reflects light.

Why It Matters:

A well-cut diamond sparkles more. It bounces light back to the viewer's eye in flashes of brightness (brilliance), colored light (fire), and sparkle (scintillation).

Grades:

- Excellent (Ideal)
- Very Good
- Good
- Fair
- Poor

What Maddie V Offers:

Most stones are cut to Excellent or Ideal for maximum brilliance.

Sales Tip:

"Even a large diamond can look dull if it's poorly cut — our diamonds are precision-cut to sparkle from every angle."



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COLOR – “How white is it?”

Definition:

Color is graded on how colorless (white) a diamond is. The scale ranges from D (most colorless) to Z (noticeable yellow/brown tint).

Grades:

- D-F: Colorless (premium)
- G-J: Near Colorless
- K-M: Faint Yellow

What Maddie V Offers:

All our diamonds are graded E or F – the top color range for lab-grown stones.

Sales Tip:

“With colorless diamonds like ours, you’ll get that icy, brilliant look – especially stunning in white gold or platinum.”

CLARITY – “How clean is it?”

Definition:

Clarity measures how many internal or external imperfections (called inclusions or blemishes) a diamond has. Most are microscopic and don’t affect beauty.

Grades:

- FL – IF: Flawless/Internally Flawless (very rare)
- VVS1 – VVS2: Very, Very Slight Inclusions
- VS1 – VS2: Very Slight Inclusions
- SI1 – SI2: Slight Inclusions (may be visible under magnification)
- I1 – I3: Included (can affect transparency and brilliance)

What Maddie V Offers:

Most of our diamonds are VS1+ clarity, meaning extremely clean to the eye.

Sales Tip:

“These diamonds are incredibly clean – no visible inclusions to the naked eye. You’re getting that flawless look without the premium price tag.”

CARAT – “How big is it?”

Definition:

Carat refers to a diamond’s weight, not its size – but they’re closely related. One carat = 0.2 grams. Bigger diamonds often have higher price-per-carat costs.

Key Size Example:

- 6.5 mm = 1.00 carat (round brilliant).



💬 How to Explain the 4 Cs to a Customer

Pro Tip:

Two diamonds can weigh the same but look different depending on cut. A poorly cut 1 ct can look smaller than a well-cut 0.90 ct.

Sales Tip: "Carat is about weight, but the magic is in the cut — our 1 ct stones are cut to maximize visual size and brilliance."

1. Start with their priorities:
2. "Are you more focused on size, sparkle, or a balance?"
3. Guide based on budget:
4. If size is their focus, offer a slightly lower color/clarity to go bigger.
5. If sparkle is key, prioritize cut.
6. Use analogies:
7. "Cut is like the polish on a car — it makes everything else shine."
8. Compare in real time:
9. Use two similar stones and explain the small differences. Always bring it back to beauty and personal preference.

🧠 Quick Reference: Maddie V Diamond Standards

💬🔬 Visual Clarity: What Inclusions Actually Look Like

💎 VS1-VS2 (Very Slight Inclusions)

- Eye-clean 99% of the time
- May show tiny marks under 10x magnification only
- Maddie V's standard

💎 SI1-SI2 (Slight Inclusions)

- Still often eye-clean
- May show under bright lighting or from the side

💎 I1-I3 (Included)

- Visible inclusions
- Affects sparkle and structure

💡 Analogy for Clients:

"Think of clarity like tiny freckles — most are invisible in real life, and they don't impact beauty unless you're using a microscope."

🌈 Visual Color Differences (D-Z Scale Simplified)

💎 Diamond Color: What It Means and Why It Matters

Color is one of the 4Cs (Cut, Color, Clarity, Carat) used to grade diamonds. But unlike what most people think, "color" in white diamonds refers to lack of color — the less color, the higher the grade.

The Gemological Institute of America (GIA) developed the official scale, which ranges from D (colorless) to Z (light yellow or brown).



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The Gemological Institute of America (GIA) developed the official scale, which ranges from D (colorless) to Z (light yellow or brown).

Sales Tip:

"Maddie V only uses E-F color diamonds — the top of the colorless scale. These stones are perfectly white and look amazing in every metal."

Why Color Matters in Lab-Grown Diamonds

Lab-grown diamonds are graded using the same standards as natural diamonds. That means:

- A D-color lab diamond is just as colorless as a D-color mined diamond — but far more affordable.
- Because lab diamonds are more accessible, your customer can often "trade up" to a better color grade than they might afford with a mined diamond.

Pro Tip for Reps:

If a customer is torn between two diamonds, recommend focusing on cut first, then color. A well-cut G-color stone will sparkle more than a poorly cut D.

Grade Range	Appearance (Face-Up)	Maddie V?	Notes
D-F	Bright white	 Yes	Colorless, icy brilliance — ideal
G-J	Near-colorless	 No	May show faint warmth in larger
K-M	Slight yellow hue	 No	Noticeable tint, often used in
N-Z	Obvious yellow/brown	 No	Rarely used in fine jewelry

Diamond Certification



What is IGI Certification?

IGI stands for the International Gemological Institute, one of the most respected independent gem certification laboratories in the world. It is particularly well known for grading lab-grown diamonds, making it a trusted name in the lab-created fine jewelry industry.



Why IGI Certification Matters

1. Independent Verification

IGI is a neutral third-party lab. When a diamond is IGI-certified, it means it's been professionally evaluated, measured, and graded under strict, standardized conditions — not by the seller or manufacturer.



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✓ Quick Talking Point Recap for Reps

- "IGI is the leading lab for lab-grown grading — trusted worldwide."
- "Every large stone is laser-inscribed and comes with a detailed grading report."
- "This ensures full transparency — you don't have to rely on just our word."
- "It's the same level of documentation you'd expect from a high-end mined diamond."
- "IGI certification gives you peace of mind — ethically, financially, and emotionally."

2. Standardized Grading

Each IGI certificate includes:

- Cut
- Color
- Clarity
- Carat weight
- Polish
- Symmetry
- Proportions
- Fluorescence

Plus, a diagram showing any inclusions or blemishes. This ensures transparency and trust in the stone's quality.

💬 Sales Talking Point:

"Just like with mined diamonds, certification ensures you're getting exactly what you're paying for. IGI helps us hold ourselves to the highest standards — and gives you total confidence in your purchase."

💬 Comparison Line:

"A certified lab-grown diamond offers the same prestige and documentation as a mined diamond, just at a more accessible price — and with a smaller footprint."

3. Laser Inscription

IGI-certified diamonds often have their certificate number laser-inscribed on the girdle of the stone (microscopically visible). This proves the diamond matches the certificate — especially helpful for resale, insurance, or appraisal.

4. Resale and Insurance Value

Even though lab-grown diamonds have lower resale value than mined diamonds, having IGI certification increases trust, making it easier to resell or insure.



Sales Talking Points for IGI-Certified Stones

- "This stone is certified by IGI, the industry standard for lab-grown diamonds. You'll know exactly what you're getting — down to the last detail."



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- “We never ask you to take our word for it. Every large stone comes independently graded, with a matching laser ID on the diamond.”
- “This gives you the same level of documentation and trust you'd expect from high-end mined diamonds — just more ethically and affordably.”



What to Show Clients

Every IGI-certified diamond should include:

- Printed certificate or digital PDF
- Optional matching inscription on the diamond girdle
- QR code or reference number you can verify at [igi.org](https://www.igi.org)

Absolutely — here's a detailed breakdown of Jewelry Styles for your Maddie V Designs training manual, including how to recognize each style, describe it to clients, and match it to buyer personalities. This will help your team confidently position pieces to the right customer.



Jewelry Styles: How to Identify & Sell Them

Jewelry styles help define not only the look of a piece — but also who it's for, what moment it fits, and how it makes someone feel. Use this section to sharpen your eye and refine your sales language.

Classic Style

Timeless. Elegant. Understated.

Key Features:

- Solitaire settings
- 3-prong or 4-prong studs
- Tennis bracelets and eternity bands
- Minimal ornamentation
- Symmetry and proportion

Appeals To:

- Brides
- Gift buyers
- Women who wear the same jewelry daily
- Clients shopping for milestone occasions

Sales Language:

“Classic pieces never go out of style. This will look just as stunning 20 years from now as it does today.”

Examples from Maddie V:

- Martini stud earrings
- Shared-prong eternity rings
- Cross pendants
- Tennis necklace



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Modern/Minimalist Style

Sleek. Bold. Clean-lined.

Key Features:

- Bezel settings
- Open metal space
- Mixed shapes (radiant, emerald, asscher)
- Sculptural designs
- Often set in white gold or platinum

Appeals To:

- Younger shoppers
- Design lovers
- Women who prefer less sparkle but more statement
- Trendsetters and professionals

Sales Language:

"If she wears structured pieces or clean silhouettes, this modern setting will fit her perfectly."

Examples from Maddie V:

- Diamonds by the yard
- East-west rings (stone set sideways)
- Minimalist bar studs or stackable bands

Vintage-Inspired Style

Romantic. Decorative. Full of character.

Key Features:

- Milgrain edges
- Halo settings
- Floral motifs or scrollwork
- Mixed metals
- Old mine or cushion cut shapes

Appeals To:

- Sentimental buyers
- Brides with a romantic aesthetic
- Women with heirloom jewelry or antique taste

Sales Language:

"This piece has that old-world charm — it feels like something passed down through generations, but with a modern touch."

Examples from Maddie V:

- Cushion-cut rings
- Rose gold with scalloped detail
- Halo pendants



Glamorous Statement Style

Sparkling. Bold. Eye-catching.

Key Features:

- Large center stones
- Halo or double halo settings
- High carat weight
- Layered looks
- Typically set in white gold for max brilliance

Appeals To:

- Clients shopping for red carpet moments or special events
- Buyers who say "Go big or go home"
- Women who love high-impact accessories

Sales Language:

"This is for the woman who owns every room she walks into — it's bold, brilliant, and unapologetically luxe."

Examples from Maddie V:

- 4 ct+ studs
- 7 ct tennis bracelets
- 6.02 ct martini earrings

Boho & Organic Style

Soft. Natural. Laid-back luxury.

Key Features:

- Mixed metals
- Asymmetry
- Natural stone colors or nontraditional shapes
- Matte finishes

Appeals To:

- Creative shoppers
- Eco-conscious or spiritual customers
- Women who want something unique and earthy

Sales Language:

"This piece has an effortless beauty to it — polished, but not perfect. It's made for everyday elegance."

Examples from Maddie V:

(Less represented — could be a future design expansion)

- Freeform rings
- Rose gold set with soft halos
- Organic, hand-finished textures



Maddie V Designs



Quick Style Match by Buyer Persona:

Buyer Profile	Likely Style	Suggested Product
Bride-to-be	Classic or Vintage	Solitaire studs, eternity bands
Trendy millennial	Modern/Minimalist	Diamonds by the yard, east-west bands
Gift buyer (partner)	Classic or Glam	3 ct studs, cross pendant
Statement shopper	Glamorous	Tennis bracelet, 6 ct earrings
Earthy/eco-friendly	Organic	Two-tone or rose gold, mixed settings



Clasp Types & Selling Points

Lobster Clasp

- 🔒 Secure, modern, durable
 - Spring-loaded, oval or teardrop-shaped
 - Opens with a small lever
 - Stronger than a spring ring
 - Used on necklaces and bracelets

Best For:

Everyday jewelry and high-value pieces

Sales Tip:

“This lobster clasp is easy to use and ultra-secure — great for someone who wears this piece daily.”



Maddie V Designs

Spring Ring Clasp

- Classic, lightweight, affordable
 - Circular clasp that opens with a spring-loaded mechanism
 - Slim profile, used on delicate chains

Best For:

Small pendants or lighter necklaces

Sales Tip:

"A traditional style that keeps things light and minimal — great for layering pieces."

Box Clasp with Safety Latch

- Most secure for bracelets/tennis styles
 - One end inserts into the other with a clicking mechanism
 - Often features a secondary side latch for added protection

Best For:

Tennis bracelets, high-value pieces with multiple stones

Sales Tip:

"It clicks into place and also has a safety — so it won't go anywhere, even with daily wear."

Toggle Clasp

- Stylish and easy to use
 - A T-shaped bar fits into a ring to close
 - Often used on statement or heavier pieces

Best For:

Fashion-forward or limited-mobility clients

Sales Tip:

"No fiddling required — just slip and secure. A favorite for ease and elegance."



Diamond Settings & Functionality

Prong Setting

- Classic, brilliant, minimal metal
 - Tiny metal arms (3-6) that hold the diamond in place
 - Maximizes light entry and sparkle
 - Common in solitaires, martini studs, and classic rings

Pros: Maximum brilliance, traditional style

Cons: Prongs may loosen over time if worn daily

Sales Tip:

"This style gives you the most sparkle — the diamond is the star."



Maddie V Designs

Bezel Setting

- Sleek, secure, low profile
 - Metal rim surrounds the diamond fully or partially
 - Modern and smooth
 - Great for active lifestyles

Pros: Very secure, snag-free

Cons: Slightly reduces light entry

Sales Tip:

"If you're always on the move, bezel settings are perfect — stylish and protective."

Shared Prong

- 📎 Used in eternity bands and tennis settings
 - One prong holds two stones at once
 - Seamless line of diamonds

Pros: More stones, less metal

Cons: May catch on fabric

Sales Tip:

"It looks like your diamonds are floating — sleek and ultra-sparkly."

Pave Setting

- ☀️ Micro-diamonds, maximum shimmer
 - Tiny stones set closely with minimal metal
 - Creates a glittering surface

Pros: Sparkles like crushed ice

Cons: Delicate, not ideal for rough wear

Sales Tip:

"This adds soft sparkle across the surface — great for stacking and everyday shine."



Maddie V Designs

Channel Setting



Smooth and sophisticated

- Diamonds sit between two strips of metal
- Flush finish, no prongs

Pros: Durable and snag-proof

Cons: Slightly heavier look

Sales Tip:

"Perfect for someone who wants clean lines and practicality without losing elegance."



How to Use This in a Sale

Ask:

"Do you prefer a smooth setting or something that lets the diamond shine more?"

"Is this something you'll wear every day?"

"Do you want something with maximum sparkle, or with more structure and strength?"

Then Guide:

- Prong = sparkle
- Bezel = security
- Shared prong = elegant flow
- Channel = durability
- Pave = shimmer