

ANTWERP SCRIPTS

LE DIFFICILE :30

Here in Antwerp, Belgium, I've earned the esteemed nickname of "Le Difficile" or loosely translated "The Picky One". *"Le Difficile picks the best of the best. This diamond is for Le Difficile. It needs to be made perfectly. We all know The Picky One. Le Difficile is simple. He only wants the very best."* Come to Store in Town today.

WHY TRAVEL? :30

Hi, I'm **Name** from **Store** and once again we're in Antwerp, Belgium, to buy diamonds. Why travel _____ miles to buy diamonds? Sure there is a huge price advantage, but it's more than that. This is a parcel of 1.5 carat G, VVS diamonds. On paper they are all the same, but there are one or two that just stand out from the rest. These are the ones we're bringing back to **Store's** customers. Are our diamonds more beautiful? You bet they are. **Store** in **Town**.

DIAMOND HUNT :30

It's Day Three of my Antwerp diamond buying trip, and I've already looked through thousands of diamonds. Grading this many diamonds is exhausting, but that's what it takes to find the very best of the best. Only by traveling here to Antwerp am I able to hand-pick from the world's best diamond selection, and I'm committed to finding only the world's most beautiful diamonds. It may seem unnecessary to travel to this extent, but it's a small price to pay to find the very best. Stop by **Store** in **Town** today.

WAFFLES OR DIAMONDS :30

When you think of Belgium, you probably think of this... (Show a stack of steaming Belgian waffles) But when **Store** thinks of Belgium, they think of this... (Show a large assortment of diamonds) **Store** travels to the diamond capital of the world Antwerp, Belgium, to find the very best diamonds for you. Our direct access to the Antwerp diamond cutters means we will find the size and style diamond you want at a very special price. Now, the next time you think of Belgium will you think of this... or this... Only at **Store** in **Town**.

OUR DIAMOND SELECTION :30

At **Store** you won't find a selection of diamonds like this... No, it's a little more like this... At **Store** we travel to the diamond capital of the world to gain direct access to the finest diamond cutters anywhere. Their inventory is our inventory so your options are second to none. Find the diamond you want, direct from Antwerp, Belgium, only at **Store** in **Town**.

THE ANTWERP CONNECTION: 30

Getting the best value in a diamond means knowing a jeweler with the connections to buy diamonds in the diamond capital of the world Antwerp, Belgium. **Store** has the connections to buy diamonds directly from the diamond cutters, giving them the ability to hand pick from some of the world's largest inventories. That means more beautiful diamonds at attractive prices. Hi, I'm **Name** from **Store**. Let **Store** in **Town** be your Antwerp diamond connection.

THE ANTWERP DIFFERENCE: 30

Selecting diamonds directly from the world's most renowned master diamond cutters. Accessing tens of thousands of diamonds and billions of dollars in inventory to find the very best. Going straight to the source to obtain an unequalled price advantage. Just a few reasons why buying diamonds directly from the diamond capital of the world Antwerp, Belgium, can make the difference for you. Hi, I'm **Name** from **Store** and I'd like to invite you to see why the Antwerp Difference is the "**Store Name**" Difference. Visit **Store** in **Town**.

ANTWERP DIAMOND BUYING: 30

When you're thinking about buying a diamond. How do you know whether or not you're getting the best, most beautiful diamond for your money? **Name** of **Store** travels overseas to the world's diamond cutting center, Antwerp, Belgium. Hi, I'm **Name** from **Store**. Buying diamonds directly from the cutter gives me the ability to hand pick from some of the world's best diamond inventories. You can be confident that you are getting the very best diamond for your money at **Store** in **Town**.

ANTWERP CHRISTMAS: 30

Nothing will make her Christmas sparkle more than a beautiful diamond. **Store** has a stunning collection of beautiful diamonds directly from the diamond capital of the world, Antwerp, Belgium. This fall **Name** from **Store** traveled to Antwerp... Here in Antwerp I am selecting diamonds right from the diamond cutter assuring the best quality and best price. Make this Christmas one she will never forget with the most beautiful diamond money can buy, from **Store** in **Town**.

HEART OF THE DIAMOND INDUSTRY: 30

Hello, I'm **Name** from **Store**. Welcome to Antwerp, Belgium, the heart of the diamond industry... **Store** knows that when it comes to diamonds, you want exceptional quality with affordability. That's why Antwerp is **Store's** direct source for the finest diamonds in the world. Stop by **Store** today.

DIAMOND BROKER: 30

Hello, I'm **Name** from **Store**. I'm here in the buying offices of the most powerful diamond center in the world, Antwerp, Belgium. You see, **Store** takes diamonds very seriously, we are not just jewelers we are also diamond brokers. That gives us access to the incredible inventories and low prices that Antwerp has to offer. We are able to search through thousands of carats of diamonds, selecting only the most perfect diamonds at the lowest prices. Regardless of the occasion, **Store** has the perfect diamond for you.

WE GO: 30

Antwerp, Belgium... the diamond capital of the world. To assure the highest quality diamonds at the best possible prices, **Store** travels to Antwerp to buy directly from the diamond cutter. *Belgians have cut diamonds for centuries, that's why the finest diamonds come from Antwerp.* For the perfect diamond at the perfect price come to **Store** in **Town**.

IDEAL CUT: 30

Not all diamonds are created equal. The rarest most desirable diamonds are Ideal Cut diamonds. The Ideal cut diamond is perfect in every angle and facet, making it the most beautiful diamond in the world. *At **Store** we travel here to Antwerp, Belgium, to the world's number one ideal cut manufacturer. This gives us access to the largest inventory of ideal cut diamonds at the lowest possible prices.* Stop in to **Store** in **Town**.

PRE-TRIP: 30

Antwerp, Belgium... the diamond capitol of the world. As a master IJO Jeweler, **Store** has a rare opportunity to buy directly from the Antwerp diamond cutter. **Store** will be leaving for Antwerp shortly to hand pick diamonds at substantial savings. So stop in now to have **Store** choose the perfect diamond for you, directly from Antwerp Belgium. Only at **Store** in **Town**