



Candy Box Presentation Script

LOVE, WEAR & SHARE

Please refer to this script when hosting your La Costa Soiree.

I. Prior to introduction ...

1. Set up your table display with all your samples.
2. Take out the following from the Candy Box and place on velvet for introduction:
 - a. *Protective* Persian Turquoise & Gold Petite Tear
 - b. *Guardian* Angel Mother of Pearl & Gold Royal Pendant
 - c. *Energizing* White Quartz & Rose Gold Oval Pendant
 - d. *Spiritual Amethyst & Oxidized Rectangle Pendant with Oxidized Chain*
 - e. Gold Chain
 - f. Gold Stud
 - g. Gold Back
 - h. Gold Angular Drop Bail
 - i. Gold Ring Band
 - j. Gold petite loop
3. Close Candy Box and keep next to velvet tray.

II. Introduction...

Hi, my name is _____! I am a La Costa Ambassador. (Host name) and I would like to welcome you to the La Costa soiree!

Some of you may have seen La Costa jewelry at one of the many luxury resorts, such as Ritz-Carltons, Four Seasons and Mar-a-Lago or at a major charity event.

La Costa is an exclusive designer jewelry collection. Handcrafted with natural gemstones, Swarovski crystals and Sterling Silver.

A Soiree is quite different from other jewelry parties. La Costa takes jewelry buying to a different level. You are in for a unique experience!

Because La Costa has such an extensive portfolio of styles and stones, we have created a process for you to get a tailor made La Costa piece. Today, you'll get to design your own La Costa piece and best yet, save 25%!

This is the Candy Box. It is full of different stones, shapes and color combinations. Here's an example of how the jewelry design process works ...



This is a Petite Tear in *Protective* Persian Turquoise with gold Swarovski crystals. All of our pieces are set in Sterling Silver. Our gold pieces are double dipped in 24K gold or rose gold. We also have oxidized silver which gives it a dark finish.

This Petite Tear piece can become:

- Ring: (place ring band on finger, show that it is adjustable, perfect for gift giving. Then show audience the tear on a ring band)
- Loop earring: (put the piece on the loop)
- Reversible: Because La Costa makes everything super functional, it is reversible (reverse to the other side), so you can have a totally different look.
- Drop Earring (put a stud top): This is a round stud, but you have 4 choices for the stud including a matching gem stud. You can flip the drop to the gold and crystal side.
- Necklace: It can convert into a necklace with a bail (demonstrate by attaching to the bail and putting on a chain). Bail can be angular or oval and can be worn alone for a more delicate look.
- Adjustable Chain: The chain is adjustable so you can wear long or short.
- This particular shape comes in larger sizes for a bigger statement. Here's an example in *Guardian Angel* Mother of Pearl and *Abundant* Abalone.
- Here are a couple of other shapes that can become necklaces, bracelets, and rings. *Energizing* White Quartz & Rose Gold Oval Pendant, and *Spiritual* Amethyst & Oxidized Rectangle Pendant with Oxidized Chain

As you can see, this is a very personalized process because not only will a certain stone energy call out to you, then you get to pick your shape and style and color combinations.

It's fun, quick and easy to select your perfect pieces. The items are then ordered and shipped directly to you within 1-4 weeks.

So let's start designing! Who's first?