

JASON OF BEVERLY HILLS

ESTABLISHED IN 2002, JASON OF BEVERLY HILLS CATERS SPECIFICALLY TO THE BIGGEST TRENDSETTERS IN MOVIES, MUSIC, FASHION & BUSINESS WITH LIMITED PRODUCTION DIAMOND CREATIONS. THE COMPANY OWNED AND OPERATED BY FINE DIAMOND DESIGNER JASON ARASHEBEN, HAS BROUGHT A NEW SHEEN TO THE DIAMOND INDUSTRY WHERE CLIENTS CAN SHARE THEIR VISION AND ESSENTIALLY DESIGN THEIR OWN CUSTOMIZED JEWELRY.

JASON ARASHEBEN HAS WORKED HARD TO BECOME THE ESTABLISHED JEWELER OF CHOICE FOR YOUNG STARS STILL EARLY IN HIS CAREER. JASON HAS EARNED A GLOBAL REPUTATION FOR CREATING LAVISH, OVER-THE-TOP, DIAMOND MASTERPIECES FOR AN EXTREMELY SELECTIVE CLIENTELE INCLUDING THE WORLD'S BIGGEST STARS AS WELL AS RENOWNED EUROPEAN AND MIDDLE EASTERN ROYALTY.



POWER BLING

JASON ARASHEBEN'S LOVE AFFAIR
WITH DIAMONDS LEADS TO LAS VEGAS

BY CINDI R. MACIOLEK
PHOTO BY JIM K. DECKER



A diamond-encrusted Hot Wheels car Arasheben was asked to create to celebrate the four billionth one produced.



If you're looking for a piece of statement jewelry, you might just want to head to The Cosmopolitan and check out Jason of Beverly Hills. From athletes to actresses to royalty, you can bet somewhere in their safes are exquisite jewels from Jason Arasheben. In fact, if you fell in love with the pink bow ring Sharon Osbourne wore when she reported on the royal wedding, or you caught a glimpse of the Los Angeles Lakers championship ring, then you're already familiar with Arasheben's style.

A style so unique he was asked to create a diamond-encrusted Hot Wheels car to celebrate the four billionth one produced. "That was a lot of fun," Arasheben, CEO, Jason of Beverly Hills, exclaimed. "What jeweler wakes up and gets the chance to do that? Being a Hot Wheels fan as a kid, it was a dream come true."

This Hot Wheels fan was born in Iran to a Norwegian mother and an Iranian father, and at two years old left the country with his family during the revolution to move to California. There, his dad had a wholesale jewelry business, specializing in low priced goods. By the time Jason was heading to college, his dad was working in real estate.

"My dad wanted me to be an attorney, to have a profession with job security," Arasheben said. "So, I was preparing myself to go to law school. I went to the UCLA library to find out what attorneys make the first year out of college, and I realized I was making more than

that as a college student, so I decided it was not the line of work for me."

To earn his college tuition, Arasheben was selling inexpensive jewelry on six college campuses in Southern California. He also carried a line of hair accessories, all of which sold like hotcakes. Despite his father's background in the business, Arasheben formed all his own connections.

"I was making good money but I decided to take a leap. I realized there was a ceiling as to how much I could make and the type of people I could meet by selling these products. I wanted to meet different people so I needed to get into a different craft. I wasn't necessarily in love with diamonds, but I was in love with people. I come across so many different types of personalities. My love affair with jewelry actually came second. When I found out about diamonds, it was a direct line to my creative side."

Arasheben's knowledge of diamonds is all self-taught. "I became a pest in the diamond district. I didn't go through formal gemology certification. I just went to everyone in the industry and asked them for favors and to tell me what to do. There are those that I still ask questions. I didn't know what I was doing but I figured it out."

His "pesty" ways continued as he tried to gain access to the kind of clientele he wanted to cater to. "I made myself available at every place that was conducive to a high-end

spender, like red carpet events. I had no access myself so I had to create access. Being who I am, I made sure I was always at the front door. Sometimes I had to pay off a doorman. Once they saw my face three or four times, it was easy to get in. Not too many people are as persistent as I am.

"In the beginning, I didn't have the millions of dollars to invest in this business, so I made samples out of silver and cubic zirconia. I told people for security reasons, I couldn't carry the actual pieces with me."

Being persistent on the red carpet finally led to Arasheben's first sale. "Anthony Mason of the New York Knicks wore a lot of jewelry. I kept bugging him to check out my designs. The sixth time I ran into him, he said, 'Okay you annoying little thing, I'll give you a shot. Make me this bracelet.'

"I told him I needed a 50 percent deposit and I can't believe he gave it to me! I had the piece manufactured for him. He was happy with it and referred me to his friends. The same thing happened with actresses and royalty. That's how I built my business by word of mouth. It was also built by offering custom jewelry designs. Not every store offers that option."

Arasheben loves designing, using input from the customer to feed his creative side, and only uses conflict-free diamonds. "When I started the business, I did all the designing myself. I think I'm a better than average sketcher. Since then, I draw the inspiration

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A White Angel Wing pendant and Black Angel Wing ring are two exquisite pieces from Jason of Beverly Hills.

for the piece then have a meeting with my creative team. It's up to them to create an amazing, jaw-dropping design. I love that part of the process – mixing with the clients is the most fun.

“I get inspiration for designs everywhere. I tell myself not to look at any jewelry because you create a bias,” revealed Arasheben. “I look at nature, cars, luggage, spaceships and lots of other things. I like to look at interesting shapes and patterns.”

Arasheben works 18 hours a day, six days a week. And, when he's in town, he has a habit of screaming for people to come into his office for a meeting. His staff decided to treat him to a little surprise and bought him a gong, so now when he wants to have a meeting, he doesn't have to stress his vocal chords.

In addition to keeping his clients happy, Arasheben is married with two small boys – a four year old and a four month old – both named Jason. “When I took on the task of building my business, I knew I had to give up a lot. I don't hang out with the guys. I found a very understanding wife and we've been married five years. I spend a lot of time on the road, including many trips overseas. It's not easy to take the family on a business trip so my wife takes care of things at home without me. I'm really very lucky to have her.”

Arasheben's desire for more people to see his jewelry is what brought him to Vegas. “I wanted more people to see my jewelry, not just the privileged few. No city in the world embodies the personality of my brand better than Las Vegas. We have some really off-

the-wall, crazy diamond pieces in that store.

“I had opportunities at other casinos, but they were not the right fit. The Cosmopolitan had a new approach to retail unlike anything else in Vegas. They have niche brands and a unique approach to marketing that is aimed at a young, trendy and affluent crowd. It goes hand-in-hand with our target. Despite the fact that we are in a recession, business has been phenomenal. Anyone can sell the major brands but you can't find our items anywhere else,” explained Arasheben.

“I got good grades in school, but in the end, I decided to go against my father's wishes and pursue my dream to be my own boss. Now I work hard but I totally love what I'm doing. It feeds my creative side and I get to meet great people.” □