



EPISODE FOUR **The Cutting Edge** WITH **JASON ARASHEBEN**

Switchblade earrings. A diamond-encrusted Ring Pop. A pendant inspired by Family Guy. Those are some of jeweler Jason Arasheben's outlandish creations, which adorn the bodies of everyone from Saudi princes to basketball royalty (Lebron James, among others). Dubbed the "anarcho-jeweler to the stars" by GQ, Jason leveraged a part-time gig—selling cheap trinkets out of his dorm room—into the cutting-edge Jason of Beverly Hills. On this week's episode, we learn more about Jason and how his unique creations reflect the personal, intimate, and sometimes controversial aspects of his clients' stories, all while absolutely dripping with diamonds.



jasonofbh.com



[@jasonofbeverlyhills](https://www.instagram.com/jasonofbeverlyhills)



[@JBHjason](https://twitter.com/JBHjason)



[Jason Of Beverly Hills](https://www.linkedin.com/company/jason-of-beverly-hills)

THEMES & INSIGHTS

1. Don't take no for an answer. Keep asking until someone says yes.
2. Control your own destiny. Stop waiting for the perfect opportunity to pursue what you love as a career, and forget what everyone else is doing.
3. If you're physically healthy and able, there's a way to accomplish your dreams. Go find it.
4. Fuel your passion and no one else's. Whatever inspires you to wake up in the morning—do more of that.

COMBUSTION QUOTES



"I like to push the envelope, but I do it because I wanna have a reason to get up in the morning. I wanna be inspired each and every day."



"I wanted to design something that would be fun to make and let the chips fall where they may. You know, if the people like it, they like it. And if they don't, they don't. But I wasn't gonna be satisfied sitting over there just to make a dollar and design something that looks like everyone else's jewelry."



"I heard noes from everyone, from friends, from my family, from everyone.... And I think that as long as you have that passion, as long as you have that fight, and as long as you're able to not take no for an answer and follow your dreams, you're going to be successful."



"As long as you're authentic and you follow the path to your own happiness, and you are real with who you are and you're self-aware, then I think you'll make it through the cloud and through the storm."

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