

# Dianna Rae Jewelry to Launch Diamonds into Space



From the first manned spaceflight to Neil Armstrong's first steps on the moon, our fascination with the celestial beyond has kept our eyes on innovation and exploring the unknown. As a human race, we have explored our own atmosphere, planets beyond, and so much more. The next giant leap for us will be led by the team at Dianna Rae Jewelry as they launch their latest adventure: Diamonds in Space.

The Lafayette, Louisiana-based custom jewelry designer recently announced an incredible mission of sending diamonds into space to be made into jewelry. With an assortment of natural and lab-grown diamonds heading into space, Dianna Rae Jewelry is offering the opportunity for customers to have a custom piece of jewelry set with diamonds that have touched the stars.

I got the chance to sit down with Dianna Rae herself and learn more about how she's going above and beyond to create a completely unique jewelry-buying experience for her customers.

## Diamonds in Space by Dianna Rae Jewelry

My initial thought was, "How does someone even think of this idea?" Dianna Rae explained that as a growing jewelry brand, they are constantly thinking of new ways

to expand their business and stand out from other jewelers in the area.

“We wanted to take the Dianna Rae brand nationally, but we didn’t want to open new locations,” she said, “There are many jewelry companies online now, so how do you stand out from the crowd? How do you do something so big and so wonderful that it captures people’s attention?”

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*Dianna Rae High, Dianna Rae Jewelry*

It doesn’t get much bigger than going to space! We can all agree that space is a very hot topic right now and trending among all generations. But this astronomical idea came with an immense amount of planning and mountains to move.

## **A Pioneer in Space Travel**

While many of us were reeling from the effects of the COVID-19 pandemic, Dianna Rae Jewelry was making monumental moves to go where no jewelry company has gone before. They discovered that both NASA and SpaceX have recently opened divisions for commercial space flight. Other companies have taken the opportunity to send items into space for research purposes, but nothing has ever been sent to space with the direct intention of being resold.

After choosing to work with NASA on this concept over the last year, Dianna Rae Jewelry will be a pioneer in not only commercial space flight, but also in entrepreneurship.

# The Journey of a Lifetime



*Featuring a 1/3 ct. lab-grown diamond and a natural blue topaz, the Window of the World necklace resembles the cupola window in the International Space Station with a view of the Earth.*

In May 2022, Dianna Rae Jewelry will be launching 2 kilograms worth of diamonds (around 1,000 carats) and packaging with a NASA flight to rendezvous with the International Space Station before making their trip back to Earth. The trip will be approximately 10 million miles and will take around a month to complete. Upon their return home, each diamond will be laser-engraved and certified by the American Gem Society. The diamonds will then make their way back to Dianna Rae Jewelry, where they will be either set into custom jewelry or individually sent to the customer.

Customers have the ability to pre-order their diamonds and custom jewelry on the mission's website at [DiamonDSInSpace.com](https://DiamonDSInSpace.com). There is a vast selection of loose diamonds, fine jewelry, bridal pieces, and custom styles available. Customers will also receive a Diamonds in Space Challenge Coin uniquely made to commemorate the once-in-a-lifetime experience.

Diamonds and jewelry pieces will be ready to go just in time for the holiday season in 2022. Talk about the perfect gift!

## The Stuller Difference

Among the team of vendors that Dianna Rae Jewelry has selected is none other than Stuller. We are excited to assist in supplying both natural and lab-grown diamonds to the Diamonds in Space collection as well as assist in the making of her custom creations.

“We are always happy to support our customers’ innovation and new adventures. Dianna Rae creates phenomenal jewelry with a focus to the customer experience that leaves a lasting impression. It is very exciting to watch as Dianna Rae Jewelry makes history in the jewelry industry,” says Taylor Burgess, Stuller Senior Vice-President of Customer Experience.

## The Meaning of a Story

Sending diamonds into space is not simply about diamonds and jewelry. It’s about the value of the entire experience as well as a means to tell the story of each person’s connection to space.

“We are all about the story and experience here. We do sell jewelry, but really what we sell is love, experience, design, art, creation, and stories. It’s so exciting to hear everyone’s story because everyone has a connection to space,” says Dianna Rae.

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Technology meets beauty and romance with the experience of Diamonds in Space. The future is so bright for Dianna Rae Jewelry and we are excited to see what adventure they embark on next.

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Learn more about Dianna Rae Jewelry at [DiannaRaeJewelry.com](https://DiannaRaeJewelry.com).