

**MAN ON FIRE PRESENTS**  
**THE COMBUSTION**  
**CHRONICLES**

**EPISODE FOUR**  
**THE CUTTING EDGE**

**HOST: SHAWN NASON**  
**CO-HOST: MATTHEW NADU**  
**GUEST: JASON ARASHEBEN**

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## 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](http://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."

### RESOURCES

[WEBSITE](http://jasonofbh.com)

[GQ PREVIEW](#)

[UNDEFEATED PROFILE](#)

[00:00:45]

**Shawn:** On today's episode, we're speaking with Jason Arasheben, CEO and founder of Jason of Beverly Hills, which is a luxury jewelry brand of choice for entertainment and sports stars alike. Owned and operated by Jason since 2002, Jason Beverly Hills is known globally for their one of a kind diamond pieces that shatter the boundaries set forth by traditional jewelers. While attending UCLA, Jason started his business selling plastic hair clips and silver trinkets from a six-foot table on campus.

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What started from a small single apartment selling plastic accessories has now grown to six retail stores worldwide selling high end diamond pieces to the world's elite. The brand has created custom pieces for clients like Rihanna, Jennifer Lopez, Dwayne Wade, Madonna, LeBron James, and even the late Michael Jackson. Jason was also commissioned to design and manufacture countless championship rings for teams like the Los Angeles Lakers and Golden State Warriors. But more impressive to me, Jason is the custom pieces you've created for me at MOFI and for my wife. So welcome, Jason.

[00:01:59]

**Jason:** Thank you. Thank you so much for having me. It's a pleasure. Thank you.

[00:02:01]

**Shawn:** Yes. So what a story, Jason, you have, and we're gonna dive into that here. Your parents had these big dreams of you being a lawyer, and now here you are one of the most successful jewelers in the world and jeweler to the stars. Can you take us kind of on your journey from being that UCLA student selling at six foot-table to building a global luxury brand?

[00:02:26]

**Jason:** Absolutely. Obviously growing up, my parents always had the typical parent dream for their children, right, which was to be a lawyer or a doctor. I was always groomed to be a lawyer. My father said, I always tried to talk my way out of trouble, so I would be a natural lawyer and that's what I would love. But it didn't really speak to me the way what I do now does, and it was really doing something just that, you know, make my parents happy. I was at UCLA studying to be an attorney. At the time, I was \$28,000 in debt and had to really try to figure out what I was going to do to get myself out of it. And I've never been the type that was gonna work at Baskin Robbins or McDonald's and make an hourly wage.

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I knew that I wanted to be in control of my own destiny. And the only way I was gonna do that is to open and operate my own business. There was a few things that I knew I was good at. I can talk and I knew I love to design and be creative. I love talking to women. And I was like, "Hey, I got a great idea." I had gone down to the wholesale district in Los Angeles with a friend of mine and noticed that there was a street, and actually an alley that was selling women's accessories

by the dozen. So, you know, hair clips, little silver necklaces, little like just literally things that I could buy for, \$2, \$3 apiece and then be able to sell them. And I thought I might have a great opportunity because I had \$400 left to my name. I was \$28,000 in debt, and I knew I had to make that \$400 count. So I needed to do something and I to do something big and fast.

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So I said, "I am studying at one of the largest universities in the country. We have a huge student body. We have a large campus. We have students going in and out each and every day." And I said, "I have a great captive audience here. Why not sell to them?" So I pleaded with the university to allow me to sell to people on campus, set up a little makeshift kiosk or shop on campus. They said, "No." They said, "No," but I didn't stop asking. I asked once, twice, 10, 15 times before they got so annoyed by me, because I said, "You need to encourage my entrepreneurial spirit of give me a chance to do something here." And they finally gave me a chance so long as I gave 20% back to the school. So I did that.

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What ended up starting with one little six-foot table on campus later turned into six college campuses with many campuses, have, having two different tables, one on a North side and one on the South side of campus. And I was a college student making six figures a year. And I was doing great. Like I was living the college student's dream. The problem was is that when I was making like \$150,000 a year in college and I spent \$150,000 a year. And what did I spend it on? Going out at night, partying, being involved in nightlife scene. Probably something I wouldn't want my own children doing. But nevertheless, that really was a stepping stone to really building my career, because what it did is it gave me an opportunity to be around the wealthy, the famous.

[00:05:29]

And me, I was blowing every dollar I made. So I was getting tables at clubs, buying bottles of champagne, making some noise. And that noise is what really led to this business because I realized that there was a ceiling to what I could really accomplish. And I wasn't able to let, be able to harbor my creative spirit. I wanted to design stuff. I wanted to, I sat down and started drawing diamond pieces without knowing anything about the industry. I started drawing diamond pieces with the idea of sharing that with some of the celebrities I'd come across during all my nights going out. And guess what? I finally got one person after asking thousands of times, the thousands of people that finally gave me a shot and said, "Yes, go ahead and make it."

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At that point, I didn't even know how I was gonna make it, what I was gonna do or how it was going to get made. In fact, I don't even know what price to tell them. So I just spitball the price, \$40,000. He gave me a \$20,000 deposit and I had to figure out who was gonna make this bracelet for me, where I was gonna make a profit. I outsourced it. I got it made. I made my money and fast forward, 18 years later, I opened up, I started dealing with all the biggest

celebrities in the world, socialites, royalty, and now we've opened uh, retail stores and the rest is history.

[00:06:46]

**Shawn:** What a story? Love it. Love it, love it. With that said, Jason, and you know, you're talking to a disruptor here that loves to push the edges. When it comes to your creative process, you've been quoted as saying, "I'm anti-conformist and go against the grain. I like to do pieces that challenged the level of creativity. So my stuff is definitely not for everyone." And you've elaborated by saying, "If I know my mother's going to like it, I don't want it in my collection."

[00:07:18]

**Jason:** Correct.

[00:07:10]

**Shawn:** So you are like my brother from another mother. You know, we tell people around MOFI, our consulting group around Man on Fire with the Combustion Chronicles that we are not for everyone. And I'm pretty fucking okay with that. Like some people are gonna like me, some people aren't. Some people wanna do business with me, some people won't. And I'm okay with that. And I even love your statement, "If my mother's gonna like it, I don't want it in my collection." And my mother probably rolls over in her grave continually at some of the things I do. So with that said, what drives that rebellious and disruptive nature and spirit in you?

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**Jason:** I wouldn't categorize myself as, you know, some rebel that's out there stealing cars and setting off fireworks, okay? I'm, I'm definitely...I like to push the envelope, but I, I do it because I wanna have a reason to get up in the morning. I wanna be inspired each and every day. And quite frankly, if I made the same thing that everyone else makes, life would be boring. And for me, it's not necessarily about the money and it never was. It was more about what is gratifying to me as a person and what was gratifying to me as a person was designing stuff that got me excited to get up in the morning.

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So if I was gonna design something, I didn't wanna design just the everyday pieces because what I did is I remember, I remember being a kid and going through my grandmother's jewelry box and seeing some of the items that she had. And she had the, you know, what you would expect the average person to have. You know, a little diamond necklace, maybe some rings, very traditional pieces. Then I went I looked at some of the jewelry my mother had collected over the years, and I went through her jewelry box and I saw much of the same thing.

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So generation after generation, after generation, you really have not seen the big jewelry houses like Harry Winston, Cartier, Tiffany's really, really venture off the road and off the path of just basically kind of conform to what they feel that people would like. I decided to go, to do the exact opposite. I didn't care if they would like, or not like my items. 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.

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So that's the route I took. I made my first few pieces. They were, listen, I designed some really eccentric pieces, really awful pieces. A lot of people don't like it. But the people who have purchased everything, they've gotten everything up and down Rodeo Drive and Madison Avenue and Bond Street and been to all the traditional jewelry houses, these type of people are people that are looking for something different. Celebrities that have seen everything under the sun are looking for something different, something that kind of...that really exemplifies their personal tastes, their identity, their personality. And my designs allow people to do that. Allow people to have fun wearing jewelry again, not just wearing it because that's what you're supposed to wear, and that's what's supposed to look good when you go to a wedding.

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I designed for me first. And originally, I didn't know if, if clients would like it. And when I opened my first store, I was nervous. Like, "Are people really gonna like the stuff I make?" And lo and behold, they, they loved it. It was a great reaction.

[00:10:32]

**Shawn:** Yeah, Jason, you and I met about a year ago and have deeply fallen in love and your passion is clear. I want you to share a little bit of a story because I remember walking into your boutique in Las Vegas, and I had passed by that door. I don't even know how many times and didn't even completely understand and kind of even looked in the window and thought, "That's some interesting stuff," but again, that traditional, you know, "Oh, my wife wants this piece or that piece." But I remember walking into that store and that boutique and looking and turning around. And it's the moment that transformed even our journey on how we purchase jewelry.

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But there was a piece there that was custom made after a Disney movie that my wife and I deeply love. And it was the balloons and the house from "Up." And I was with a friend of mine and I said, "I have to buy that piece." And I remember purchasing that piece and it's been, you know, a journey since you made a piece to match it for me. So what was your story behind building that piece? Because it's exquisite. It's beautiful. And I remember...I'll never forget the first night my wife wore it, where we were at. We'd love to know that story.

[00:11:58]

**Jason:** So, you know, every piece that I make is never...like people always ask me, "What inspires you when you're making pieces?" And the last thing I'll ever look at it is jewelry, right? It's really about life experiences. And it could be, you know, throughout my travels, it could be looking at architecture. It could be looking at nature. It could be looking at furniture or clothes design. It's like, it really is. It could be watching a movie. And like, if, you know, I watched a movie, I get inspired because I'm just like...I love everything that it represents. Not only...it's not so much only about the movie itself, it's about the, the message that it sends out. Like the ascension rising up, rising above, above the negativity, rising above evil. Like, I like the trajectory of it really representing going up, not down, right?

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So we all want to uplift our lives, uplift ourselves personally, uplift others. And I think that just that the word "up," it has a positive connotation in so many different ways. And I think that's what really kind of inspired it. Although the movie definitely, there was a big part of the movie that inspired it clearly from looking at the piece. I think it was the message behind it that made it like that really was the icing on the cake for me. And that was a piece like many of my other pieces. It might not speak to the first 5,000 people that walk by my window, but it spoke to you and it spoke. And, that's what, that is the real reward behind what I do is that I'll make pieces that might speak to one out of a million people, but you know how much more rewarding that is when I made that one piece that really hit personal for that one person? That's far more rewarding than just doing some stud earrings that everyone can make.

[00:13:44]

**Matt:** This is Matt. And I haven't seen the piece, but just the passion that Shawn speaks about it and just you describing it, I can only imagine how beautiful it is. So I love your description and, and how much that means not only to you as the maker, but coming around it and knowing that it means so much if not more to somebody else. I just wanna be clear, you're not making hair clips or anything anymore, correct?

[00:14:06]

**Jason:** No, I'm not.

[00:14:08]

**Matt:** Okay. Because that's about my range as far as, ok stocking stuffers. But uh, joking aside, I love what you said about just your passion and wanting to do something different and, and just going for it because I think that that speaks volumes for a lot of people right now who are losing their jobs and who are like re-evaluating their life and says, "What happened and how did I get stuck here?" So hearing your story that you just went out and did what you love, I think that that's not only beautiful as far as people looking for pieces that are unique, but just in general, like what an amazing message. And especially, you talking "Up" and transcending through everything. I feel like for me, that all comes full circle right now.

[00:14:47]

**Shawn:** I think too, for the viewers to understand, Jason, like, it's not always been easy either. It's not always been that up, beautiful story. There's been some really hard times going against and really disrupting an industry that wasn't always that way. And can you share with us, like those moments when you wanted to quit or when you feel like you failed in it, but you kept going? And what would you say to the rest of the world as they're starting businesses, or they're disrupting an industry that had never been disrupted?

[00:15:22]

**Jason:** I truly feel that everyone in any business that you do, you have to...servicing a niche is very, very important, right? But more important than anything is fueling your own passion. And if you do something that you love and you do something that you enjoy, you're gonna be great and successful at it. And I think that a lot of times it's just, you know, people want, tend to do what is expected of them, not what they are passionate about. And I think that a lot of...a big reason why a lot of people are just not successful is because they never went, the never really geared their lives towards their passion. They gear the lives towards what people expected or what was the only thing available to them at the time. But it's like, there's always...as long as you're healthy and you're able to do it, there's always a way to get it done. And going against the grain is tough because you're gonna hear more nos than yeses.

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And, how many people told me, "This is stupid. This is a bad idea. You'll never be successful doing that. What do you, this is, this irresponsible my father told me, I remember. Told me I was irresponsible. Irresponsible of my time. This is stupid, it's not a real business. And you know what? I heard nos from everyone, from friends, from my family, from everyone. But it's how you react to rejection and how you keep pushing through and how you don't take no for an answer and how you don't let those things bother you or bring you down and how hard are you willing to fight. Are you willing to fight so hard that you're foaming at the mouth to get what you want to achieve your dreams? 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.

[00:17:00]

**Shawn:** I'm giving you an air high five, Jason, because that's a...I think that's one of those fuck you moments to the world that I love to have, like, I'm just gonna do this.

[00:17:11]

**Shawn:** And you know, Matt and I are part of a group called Truth-Tellers, which is dealing with men and their emotional states. And particularly this epidemic that's happening besides COVID-19, there's another rising epidemic where 75% of men are lonely. And we have this tagline that



we say living authentically in the land of bullshit. When I say that to you, what does living authentically in the land of bullshit [**Jason: un huh**] mean to you, Jason?

[00:17:42]

**Jason:** What is it?, living authentically in the land of bullshit? I feel like you need to be authentic to yourself, which was kinda what I was speaking about earlier, right? Is like really, truly understanding and knowing who you are being authentic. So when I designed my jewelry, like I said before, I'm not designing for someone else. It was authentic to me. It's what made me happy. Now had I let all the bullshit that was around me kind of misguide me, discouraged me, change my path, money, or no money I would, wouldn't have been happy.

[00:18:14]

And that's something that's really, really important is that people tend to not be authentic to who they are. But before you can do that, you need to really have a true understanding of who it is that you are. What is it that you want to be? And are you willing to do anything to achieve that happiness? Because all the bullshit you speak of is the dark cloud that will try to take away your happiness. But 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, through the cloud and through the storm. So that's what it kinda means to me when you say that.

[00:18:52]

**Shawn:** Awesome. Simply said here, what would the story of your life look like in jewelry form?

[00:18:59]

**Jason:** Story of my life in jewelry form would be a piece of jewelry that was clearly repaired two or three times, that is pretty eccentric in different colors and it looks like it started and stopped at different times. Because I think that kind of tells a story of my career is we had setbacks, we will continue to have setbacks, but we fight through. And like every flaw has an inner beauty, right? So, sometimes I make things that are not only eccentric, but controversial, maybe offensive to many, many people, but it's okay.

[00:19:31]

And I think that a lot of my pieces that have multiple layers to them, and as far as meaning, I think that would be very applicable to like what my life is. So if you asked me to be succinct, it basically would be a piece that looks like it's been started and stopped three or four times, because that's literally what makes up our life, all of us, right? We go through trials and tribulations. Nothing's perfect and no jewelry piece is perfect. And nobody's life is perfect. We all go through it.

[00:19:56]

**Matt:** I love that, Jason. Jason, you said that you, that there's pieces that might offend somebody. Could you give an example of that? I'm intrigued.

[00:20:03]

**Jason:** I've done, you know, pieces that I have references to drugs. I did a syringe ring with rubies in it. I've done a razorblade with, with diamonds hanging at the end as if it was cocaine, but it was really more of...it's less about drugs and more about a play on words, on people's addiction and vices. And we all have them, right? Whether it be drinking, it could be gambling, it could be women, it could be men, it could be shopping, it could be diamonds, right? We all have that. So like, it is about understanding, being self-aware and embracing your vices. And it was less about drugs, but everyone kind of...you know, I got hate mail. I got people saying things to me. And I was like, "Well, if you really understand, it took time to listen to what I was saying, you know, it had nothing to do about drugs and had to do about embracing our flaws and understanding our flaws."

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**Shawn:** That's beautiful man.

[00:20:53]

**Shawn:** So, Jason, what does the future look like for you right now?

[00:20:56]

**Jason:** I am happy to say that I don't know and I like it that way. The future, as long as I maintain the passion that I have, and I get excited to wake up in the morning, like I said, I'm excited to a future that brings something different each and every day. Who would have known two months ago we were gonna be in this pandemic, but we are here today. I'm excited about navigating these rough waters. I'm excited about figuring out how I have to pivot and how business is going to change and how the retail business is going to change given the new circumstance. For me, that challenge in itself is fun.

[00:21:30]

So to answer your question, to say, "Hey, I'm gonna have 45 stores in the next 5 years. I'm gonna do this. I'm gonna do that." I don't know what I'm gonna do because our environment changes from day to day. My passions change from day to day. What gets me excited changes from day to day. I like to keep it that way. So to answer your question, I have no clue. (**Shawn laughs**)

[00:21:50]

**Matt:** I love it.

[00:21:51]

**Shawn:** Love it. Well, we've come to that point where we're gonna wrap up here, Jason. And at this point in every one of our podcasts, we ask each of our guests three combustion questions that we use this amazing scientific algorithm to create. And it's one of our team members who creates them. (**Jason: un huh**) So combustion question number one, Jason, is breakfast really the most important meal of the day or is that just a rumor?

[00:22:21]

**Jason:** Just a rumor. Every time I have breakfast, I feel weighed down for the rest of the day. I happen to have my first meal at lunch.

[00:22:29]

**Shawn:** Awesome. I'm sure there's many that agree with you. Combustion question number two, pedicures, yes or no?

[00:22:37]

**Jason:** For me, no because I'm extremely ticklish on my feet. And I look like an idiot when I'm getting a pedicure. Tried it once with a past girlfriend and it was a terrible sight.

[00:22:46]

**Shawn:** I don't know. I think I may wanna be there again. We may have to do that in Vegas (**Jason laughs**) together, Jason, and do some live video feed of what that's like.

[00:22:55]

**Jason:** Yeah. I literally could have sit in the chair I jumped out of. I was like, "I can't do this."  
(**Shawn laughs**)

[00:23:00]

**Shawn:** Okay. Here is the big whammy of questions. What do you think about duct tape?

[00:23:07]

**Jason:** I think duct tape is one of God's magical contributions to this world because it is the one thing that fixes almost everything. I remember being a kid and there was a draft in the house and my father put duct tape around the door seal to make sure there's no draft. I remember when our antennas didn't work, my father used duct tape to tape them together so we would have a better reception. I know when I've sprained my thumb or my ankle or my foot, many times in my life, I use dark tape to hold it together and secure my ankle so I'm not moving it around. How many other things in this world have as many functions and do as many things as duct tape? One of the greatest things ever.

[00:23:50]

**Shawn:** Right, Matt, like there needs to be a duct tape ring or something now.

[00:23:54]

**Jason:** All right. I'm designing one for your, Shawn, get ready.

[00:23:57]

**Shawn:** All right, brother. You know I'll take it. So well, thanks so much, Jason, for being on here and thanks for sharing your story with us. And I look forward to seeing you in person again and giving you a hug, man.

[00:24:09]

**Jason:** Absolutely. Look forward to it.

[00:24:11]

**Shawn:** All right, Jason. Thanks.

[00:24:13]

**Jason:** All right. Thank you, guys.

[00:24:14]

**Matt:** Take care.

**Shawn:** Thank you so much for listening to this episode of the Combustion Chronicles. None of this would be possible without you, the listener. If you'd like to keep the conversation going, look us up at ManOnFireSocial on Instagram and Facebook or find us on YouTube at the Combustion Chronicles. Give us a shout and join our disruption movement. And check out this episode's downloadable recap-page at [manonfire.co](http://manonfire.co). We know you lead a busy life, so if you're driving, exercising – or maybe blowing your own shit up – don't worry, we've already taken the notes for you. Each recap is filled with guest information, episode themes, quotes, resources, and more! And remember – Please subscribe, rate, and review if you like what we are doing. And if you don't? Do it anyway!