

INT. STUDIO

ARCHIE

Black Wedding bands are becoming increasingly popular here in the good old US of A. And the reasons why might surprise you.

Intro bump

ARCHIE (CONT'D)

Welcome back. Mainly bands fans searching for the perfect band can take some time and depending on your personality, can be a ton of fun. Or if you're anything like me, the anxiety will completely incapacitate you.

B-roll of latest wedding rings.

ARCHIE (CONT'D)

We here at Manly bands think it's a blast to find the perfect ring and we promise to make it painless.

On camera

ARCHIE (CONT'D)

There are so many different types of bands out there you never know what you're going to find.

B-roll of the various material for the wedding rings.

ARCHIE (CONT'D)

Maybe like deer antler or dinosaur bone or even meteorite.

On camera

ARCHIE (CONT'D)

So what's popular these days? You might find yourself asking, Well, where do I start? Black bands are super popular these days, and I'm not talking about black metal bands like Dark Throne, or even Baby Metal.

ARCHIE (CONT'D)

I'm talking about black metal wedding bands because, you know, we're mainly bands and that's what we do.

B-Roll of Black rings

ARCHIE (CONT'D)

Weather it's black plated tungsten, the black zirconium. You have a wide variety of options to choose from.

On Camera A

ARCHIE (CONT'D)

As cool as they sound, what does a Black Wedding band symbolize? Is it for a black hearted soul? Is it for a man who likes to fight for justice and global equality?

On Camera B

ARCHIE (CONT'D)

Or is it for a man who likes to show off his emotions, you know, because. Because he's emo and that's his hair.

On Camera A

ARCHIE (CONT'D)

Anyway, here's the breakdown. On the surface, you might think of a black band as being only for the moody and broody. But actually, my friend, they are slick, stylish, and go with literally everything.

B-Roll of stylish men.

ARCHIE (CONT'D)

A black band is great for those deep thinkers, those big dreamers, and especially those guys who are kind of quite at a party.

On Camera B

ARCHIE (CONT'D)

But then, you know, when they open their mouth, they have something important or hilarious to say.

On Camera A

ARCHIE (CONT'D)

Everybody knows that guy, a plain gold wedding band that's just too straightforward for you. You need a ring that stands out from the crowd just like you. For the guy who likes to really put himself out there, I'd recommend the artist.

B-Roll of The Artist.

ARCHIE (CONT'D)

The artist is made of black zirconium, which is a charcoal gray color.

ARCHIE (CONT'D)

It has a bright purple. Sarah Coates sleeve is eight millimeters wide, has a domed bevel design, a satin finish, and comes in a comfort fit.

On Camera A

ARCHIE (CONT'D)

Now, we can't officially say he has anything to do with the artist formerly known as, you know, a symbol or anything to do with rain or one might consider purple, you know, But let's just say this one is for the guy who knows who he is and is proud of all his awesomeness.

B-Roll of groups of people protesting for marriage equality and civil rights.

ARCHIE (CONT'D)

Another great thing about the color black is how it can be used to unite a group. Some groups of advocates wear black clothing and even black jewelry as a symbol for equality for all and for wedding band.

(MORE)

ARCHIE (CONT'D)

This often revolves around marriage equality, with many same sex couples having to settle for civil unions, people will pass on the traditional gold for black wedding bands to call out the inequality held in traditional marriages. Similarly, black rings and jewelry have been more visible in recent years in support of civil rights.

On Camera A

ARCHIE (CONT'D)

While it won't necessarily change the world on its own. It will bring attention to issues that need to be addressed. That change can lead to fundamental shifts in acceptance and love around the world. Baby. We have many black bands that manly bands that make a bold statement and one that I recommend that demands justice and equality for all is the Bruce Wayne.

B-Roll of The Bruce Wayne

ARCHIE (CONT'D)

The Bruce Wayne is made of black zirconium, so it'll have that charcoal gray color with black diamonds. It's nine millimeters wide with a black design machine finish and comfort fit.

On Camera A

ARCHIE (CONT'D)

Another reason black rings are popular is because of Black Onyx.

B-Roll of Chinese, Greek and Roman armies.

Black Onyx was used in jewelry centuries ago by the Chinese, Greek and Roman empires. The bands were used for wedding ceremonies honoring their soldiers, for their service to prove their identity and to symbolize strength and determination of some citizens.

On Camera A

ARCHIE (CONT'D)

So a black band is right for you, whether you're a history nerd or you just want to represent your heritage or both. It's like reaching back into the past and wearing history as you make your own. A great example of this is the Celtic inspired band, The Everlasting.

B-Roll of The Everlasting.

ARCHIE (CONT'D)

The Everlasting is made of black titanium with a Celtic knot pattern and mill grain accent. It's six millimeters wide with a black designed satin finish and a comfort fit at Manly Bands.

On Camera A

ARCHIE (CONT'D)

We have a lot of materials that we use with you in mind.

B-Roll of labor workers.

ARCHIE (CONT'D)

Hardworking people need hardworking materials, whether you work in construction, carpentry or your mechanic, you need a ring that can stand up to your unique elements. Our black bands meet those needs, helping people avoid the risks and pitfalls that can come with wearing a ring and working with your hands.

B-Roll of Black Zirconium rings.

ARCHIE (CONT'D)

Black zirconium is one of our favorites. It has a charcoal gray color to it and can handle just about any chemical you throw at it.

B-Roll of doctors, nurses, chemist, and lab techs.

ARCHIE (CONT'D)

It's perfect for doctors, nurses, chemists and those dudes in the lab curing cancer.

On Camera A

ARCHIE (CONT'D)

Other great choices are a black silicone rings and carbon fiber rings.

B-Roll of Silicon Rings

ARCHIE (CONT'D)

Silicone bands are affordable, firm yet stretchy, allowing them to move with your finger rather than causing potential injury.

On Camera A

ARCHIE (CONT'D)

Our silicone rings were designed to look like some of our most popular metal rings. Like The Best Man.

B-Roll of The Best Man

ARCHIE (CONT'D)

The Best Man is a silicone doppelganger. Our silicone rings are thick and sturdy, unlike others you'll find on the market. And these are great for our electricians out there. And anyone else worried about making sure their ring doesn't conduct electricity.

On Camera A

ARCHIE (CONT'D)

Meanwhile, carbon fiber bands are as tough as wedding bands get Standing up to the toughest strikes hits and falls and never cracking under pressure. One carbon fiber ring that can take a beating and still look impressive is the Ash.

B-Roll of The Ash

ARCHIE (CONT'D)

The ash is a carbon fiber band that measures in at eight millimeters wide. It's got a flat and lightweight design and he's so slick and light you won't even know you're married.

On Camera B

ARCHIE (CONT'D)

I mean, you won't even know when you're wearing the ring is what I mean.

On Camera A

ARCHIE (CONT'D)

If you love to let your inner goth scream, a black wedding band is perfect for you. Wear it with dark pride.

B-Roll of The Reaper

ARCHIE (CONT'D)

I recommend the Ripper fashioned in cobalt chrome with a black skull engraving. He measures up at seven millimeters wide in a slick flat design with a comfort fit.

On Camera A

ARCHIE (CONT'D)

If that's a bit too dark for your style, don't worry. Check out another favorite of mine, the Zeppelin.

B-Roll of The Zeppelin

ARCHIE (CONT'D)

The Zeppelin is made of black plated tungsten and it's available in both six millimeters and eight millimeter widths and has a flat design with a satin finish and a comfort fit.

On Camera A

ARCHIE (CONT'D)

Whether you want to show your convictions, tip your hat to the unknown, or just be stylish as hell, consider wearing a black wedding band.

On Camera B

ARCHIE (CONT'D)

Do your research and find the band that fits you. Make sure the band you choose speaks to what matters the most.

On Camera A

ARCHIE (CONT'D)

And if you want to learn more about black bands, check out this video over here. But if you're really interested in those silicone bands I was talking about earlier, check out this video over here.

On Camera B

ARCHIE

So next time Archie out with a still finding these.