



NEWS RELEASE

A Diamond Is Born Documentary Comes to Hulu

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Natural Diamond Film from Academy Award® Winning Filmmaker Luc Jacquet is Now Streaming

NEW YORK--(BUSINESS WIRE)-- **Jared Jewelers** today announces that its original documentary, A Diamond Is Born, is now streaming on Hulu. Since launching on YouTube alongside its New York City premiere last September, the film has reached viewers worldwide. A Diamond Is Born, directed by Academy Award winning filmmaker Luc Jacquet (March of the Penguins), captures the romance, allure, rarity, and impact of natural diamonds.

A Diamond is Born Film

Its release on Hulu represents a strategic expansion for the film, positioning it alongside premium

documentary content and reaching subscribers who may not have discovered it previously. The documentary explores how natural diamonds form deep within the earth over billions of years and reveals the economic transformation diamonds bring to Botswana's communities.

"Since we debuted A Diamond Is Born, we've been encouraged by the response from viewers around the world," said Claudia Cividino, President of Jared Jewelers and Diamonds. "Bringing the film to Hulu allows us to share the remarkable journey of a diamond and the beloved country of Botswana."

The documentary launched in parallel to Jared's Storied Diamond Desert Sands of Eternity™ collection, which uses blockchain technology to trace each diamond from the Botswana mines where they're discovered through every step of their transformation. Customers can scan a QR code to access their diamond's journey with a digital history from origin to setting, showcasing transparency in the sourcing process and Jared's commitment to the responsible sourcing of natural diamonds.

This release comes as Jared continues to expand its Storied Diamond Desert Sands of Eternity™ collection in stores nationwide. The collection represents a shift in how luxury jewelry brands engage with transparency, offering customers traceability alongside GIA certification.

A Diamond Is Born is now streaming on Hulu. Explore the Storied Diamond collection at www.jared.com/a-diamond-is-born.

About Jared Jewelers



Jared Jewelers is operated by Signet Jewelers Limited, the world's largest retailer of diamond jewelry. Jared is redefining how luxury is felt and expressed, through unique and memorable customer experiences and an array of on-trend, high-quality 18K gold and diamond fine jewelry fashion. For additional information on Jared® Jewelry visit Jared.com, and like us on [Facebook](#), [X](#), [YouTube](#), [Pinterest](#), [Instagram](#), and [TikTok](#).

About Signet Jewelers

As a Purpose-driven and sustainability-focused company, Signet is a participant in the United Nations Global Compact and adheres to its principles-based approach to responsible business. Signet operates approximately 2,600 stores primarily under the name brands of Kay Jewelers, Zales, Jared, Banter by Piercing Pagoda, Diamonds Direct, Blue Nile, Peoples Jewellers, H. Samuel, and Ernest Jones. Further information on Signet is available at www.signetjewelers.com. See also www.kay.com, www.zales.com, www.jared.com, www.banter.com, www.diamondsdirect.com, www.bluenile.com, www.peoplesjewellers.com, www.hsamuel.co.uk, www.ernestjones.co.uk.

About Hulu

Hulu is a leading premium on-demand and live streaming service in the U.S. that offers an expansive slate of entertainment from every major U.S. broadcast network as well as 20th Century Studios, ABC, ABC News, ESPN, FX, Searchlight Pictures, and many more. For more than 17 years, Hulu has provided on-demand access to hit TV series and films, award-winning Originals and exclusive licensed content. With Hulu + Live TV, subscribers receive a unique combination of 100+ live news, entertainment and sports TV channels and can access Hulu's on-demand library, plus Disney+ and ESPN in their respective apps, all in one plan. Hulu is available as a standalone streaming service or as part of bundle offerings with different combinations of Disney+ and ESPN and can be further personalized through a variety of premium add-on subscriptions. Visit hulu.com to subscribe or learn more about the service.

jared@lividini.com

Source: Jared Jewelers