NEWS RELEASE

Blue Nile Enters New Chapter in Natural Diamonds With Royal Asscher

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Six generations of Asscher family diamond expertise come to Blue Nile through an exclusive new offering designed to give customers greater confidence in choosing a natural diamond.

NEW YORK--(**BUSINESS WIRE**)--**Blue Nile** today announced a new collaboration with **Royal Asscher**, the historic diamond house known for more than 170 years of craftsmanship, innovation and patented diamond-cutting expertise. The collaboration marks an important step in Blue Nile's next chapter in natural diamonds: combining extraordinary choice, trusted expertise and personal guidance to help customers find a natural diamond that is not only exceptional on paper, but beautiful to the eye. As part of the collaboration, Blue Nile is now Royal Asscher's exclusive licensed retailer in North America and will be the only retailer to offer the newly launched Curated by the Asscher Family assortment and the SIX by Royal Asscher™ collection. Blue Nile will also be the exclusive North American retailer of Royal Asscher's six patented diamond cuts.

"At Signet, we are activating our Grow Brand Love strategy to create deeper emotional connections with customers through unique products, compelling experiences and trusted expertise," **said Joan Hilson, Chief Financial and Operating Officer of Signet Jewelers.** "Royal Asscher plays an important role in that strategy. Their generations of craftsmanship and commitment to beauty bring a distinctive point of view to the Blue Nile experience."

"For more than two decades, Blue Nile has transformed how consumers shop for diamonds through transparency, innovation and trust**," said Pam Cloud, President of Blue Nile.** "Now, we are building on that legacy with Royal Asscher, one of the most respected names in diamond craftsmanship. Together, we are creating a differentiated luxury experience built around exceptional diamonds, thoughtful curation and personalized guidance."

Today, Royal Asscher is led by Lita and Mike Asscher, the sixth generation of the Asscher family. "For our family, Cut for Beauty is not a new idea; it is a philosophy that has shaped six generations of diamond innovation," said **Lita Asscher.** "In 1902, Joseph Asscher designed the original Asscher Cut, a diamond design that became recognized around the world. More than a century later, our responsibility is not simply to preserve that heritage, but to keep innovating."

“Our six patented Royal Asscher cuts build on generations of knowledge about proportion, symmetry, light and beauty,” added **Mike Asscher**. “We continue to ask the same question: not simply, ‘What is its grade?’ but ‘Is it beautiful?’ That is what Cut for Beauty means to us.”

Blue Nile and Royal Asscher will introduce:

Curated by the Asscher Family - Cut for Beauty: The Asscher family sees diamonds through the eye of the craftsman. Shaped by more than 170 years and six generations of diamond expertise, the Asscher family understands how proportion, symmetry, balance and the movement of light come together to create beauty. Today, we share this deep, generational expertise through a designation for natural diamonds within Blue Nile’s assortment that meet defined selection criteria developed by the Asscher family providing an additional perspective and greater confidence alongside the grading report.

SIX by Royal Asscher™ Jewelry Collection: At the pinnacle of Blue Nile’s natural diamond offering, SIX by Royal Asscher™ is an exclusive jewelry collection built around six patented Royal Asscher diamond cuts – where the architecture of each facet arrangement, proportion and symmetry creates the ultimate expression of beauty. SIX by Royal Asscher brings the six patented diamond shapes to life across two signature ring designs, creating eight distinct rings in total. The collection also includes earrings and pendants featuring the Royal Asscher Cut and Royal Asscher Brilliant, as well as a high-jewelry diamond tennis bracelet and necklace. Altogether, SIX comprises 14 pieces, with center stones ranging from 1 to 5 carats. The collection, named in homage to six generations of Asscher craftsmanship, is exclusively offered through the U.S. website and showrooms.

Exclusive access to the six patented Royal Asscher cuts: Blue Nile will offer the Royal Asscher Cut, Oval, Brilliant, Cushion, Pear and Emerald exclusively through its U.S. website and showrooms. Each patented cut has its own distinctive character and expression of beauty, carrying forward more than a century of Asscher diamond innovation.

This launch follows the recent integration of **The Clear Cut,** a service founded by industry innovators **Olivia Landau** and **Kyle Simon.** The Clear Cut will power Blue Nile’s concierge experience across its newly redesigned website and reimagined showroom experience. Through personalized guidance from GIA Graduate Gemologists and proprietary technology including Gem by The Clear Cut and the Eunice AI platform, Blue Nile’s The Clear Cut will provide bespoke support throughout the diamond-buying journey.

The extraordinary choice and digital innovation from Blue Nile, generations of diamond expertise and craftsmanship from Royal Asscher, and highly personal guidance from The Clear Cut will create a new Blue Nile experience. The result is a more elevated, human and confidence-led way to discover a beautiful natural diamond. For more information, visit **BlueNile.com**.

About Blue Nile

Founded in 1999, Blue Nile is a leading online retailer of certified natural diamonds, offering bridal and fashion fine jewelry, exceptional quality and expertly curated collections online and in stores. Blue Nile is operated by Signet Jewelers Limited. For more information, Blue Nile can be found online at **www.bluenile.com** and on Instagram, Facebook 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 2,500 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 Royal Asscher

Founded in Amsterdam in 1854, Royal Asscher Diamond Company is one of the world's most historic diamond houses, still family owned and is being led by six generations of the Asscher family. The company is internationally recognized for pioneering the original Asscher Cut and for one of the most significant achievements in diamond history: in 1908, Joseph Asscher cleaved the 3,106-carat Cullinan Diamond, the largest gem-quality rough diamond ever discovered. The resulting diamonds include some of the most important stones in the British Crown Jewels. Today, Royal Asscher continues that legacy of craftsmanship and innovation through six patented diamond cuts and its philosophy of Cut for Beauty: the belief that the true measure of a diamond lies not simply in its specifications, but in its beauty.

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