



Zales Launches Exclusive Wonder Woman™ Fine Jewelry Collection

Available now online and at stores

28-piece collection celebrates DC's iconic female Super Hero – and all women who represent strength, courage and grace

AKRON, OHIO – July 15, 2020 – Signet Jewelers' Zales brand launched an exclusive fine jewelry fashion collection inspired by the most beloved female Super Hero, Wonder Woman. Whether a ring, bangle or necklace, each piece in Zales' first-of-its-kind, 28-piece collection is designed to resonate both with women who'd like to celebrate their strength, confidence and power – and anyone who wants to recognize the modern-day female warrior in their life.

“Now more than ever, the world needs super heroes, and there is none more iconic, empowering and unifying than Wonder Woman,” said Jamie Singleton, President of Kay, Zale, and Peoples Jewelers. “What better way to honor everything she stands for than with a special jewelry collection inspired by the Wonder Woman 1984 movie premiere?”

The Zales brand empowers women to express their personal style through everyday fine jewelry, each piece in this collection is a testament to the Wonder Woman character and the stories of modern women today - empowered women who know exactly who they are, trust their own path and express what makes them confident, unmistakable, and beautiful.

Each piece is not only stylish, but long-standing fans can identify with the five collections – each of which captures an aspect of Wonder Woman's life:

- Star Tiara – Qualities of Wonder Woman's tiara are integrated into rings and pendants. The Star Tiara is symbol of her status as princess of Themyscira which can be used as a throwing weapon, like a boomerang.
- Lasso of Truth – The shape and texture of the iconic lasso can be seen in hoop earrings, rings, bangles and charms.
- Arch enemy Minerva – The face of Minerva the Cheetah is the inspiration integrated into rings, pendants and earrings.
- Symbol – Her “WW” logo, which underscores the hope and empowerment that she stands for, is used in gold and diamond necklace with matching earrings; there is also a sterling silver and colored-stone option.
- The Galaxy – Inspired by the universe that she calls home.

- Additional features within the jewels are *Wonder Woman's* “bracelets of submission,” her home Themyscira, and the slogan in which she stands for – “truth, strength, and compassion.”

Zales' newest standing collection features styles in 10K gold and sterling silver with diamonds and colored gemstones throughout. Zales' *Wonder Woman™* fine jewelry collection is available in all Zales stores and online now at www.Zales.com. Pricing ranges from \$279-\$839.

About Zales The Diamond Store®

Zales The Diamond Store® is a leading brand name in fine jewelry retailing. Zales is operated by Signet Jewelers Limited, the world's largest retailer of diamond jewelry. Signet Jewelers operates over 3,300 stores. For additional information on Zales, visit www.Zales.com or follow us on Facebook (<http://www.facebook.com/Zales>), Twitter® (www.twitter.com/ZalesJewelers), YouTube (<https://www.youtube.com/Zales>), Pinterest (www.pinterest.com/ZalesJewelers) and Instagram (www.instagram.com/ZalesJewelers).

About Warner Bros. Consumer Products

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About DC

DC is one of the largest English-language publishers of comics and graphic novels in the world and home to some of the most iconic and recognizable characters ever created. As a creative unit of WarnerMedia, DC is charged with strategically integrating its stories and characters across film, television, consumer products, home entertainment, interactive games and the DC Universe subscription streaming service. For more information visit dccomics.com.

For more information, press inquiries contact Signet@Lividini.com.

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