

Jared Jewelers And Renowned Designer Vera Wang Announce New Atelier Collaboration

2024-12-05

Jared Atelier x Vera Wang is the third Jared Atelier limited edition collection featuring 14 one-of-a-kind pieces

AKRON, Ohio--(BUSINESS WIRE)-- Jared Jewelers, the high-end, accessible luxury banner of Signet Jewelers, today announces its third Jared Atelier limited-edition high jewelry collection. This newest collection is created in partnership with global fashion icon, Vera Wang. The stunning collection redefines the art of high jewelry featuring natural diamonds and genuine rubies.

Representing femininity, grace, and romance, delicate bows echo Vera Wang's hallmark aesthetic of refined sophistication. (Photo: Business Wire)

Vera Wang's inaugural collection for Jared Atelier is a celebration of timeless elegance and modern minimalism, embodying her signature style with a deeply personal touch. The

collection features three distinctive motifs—Diamond Strings, Ribbons, and Serpents —crafted with exquisite precision and meaning. Available exclusively at Jared for the 2024 Holiday season, these one-of-a-kind pieces will debut with a total of 14 styles in 18k white gold. Inclusive of necklaces, earrings, bracelets, rings, and brooches, the collection boasts more than 150 CTW of natural diamonds and ranges from \$12,500 to \$125,000 in price.

"Our Jared Atelier collection by Vera Wang is a stunning display of luxury design and jewelry craftsmanship," said Claudia Cividino, President of Jared. "We had the honor of working side-by-side with Vera Wang to bring to life pieces that draw from nature, culture and modern design. It is a monumental time to celebrate 30 years of accessible luxury at Jared by launching Vera's designs – it is truly extraordinary."

Each custom design tells a story through its elements:

- Diamond Strings: Capturing casual elegance with a seductive fluidity, these pieces evoke movement and ease.
- Ribbons: Representing femininity, grace, and romance, delicate bows echo Vera Wang's hallmark aesthetic of refined sophistication.
- Serpents: Symbolizing rebirth, transformation, and wisdom, these forms, especially in Chinese culture, celebrate good fortune, health and prosperity.

"My first collection for Jared Atelier reflects a highly personal composition of design elements, both architectural and organic," said Vera Wang. "Much of my inspiration came from a desire to create pieces that could be relevant and effortless no matter what the occasion. This is a collection that is as instinctive as it is intentional, and it was an

extraordinary experience to bring all these personal elements to life through jewelry.”

Jared Atelier continues to elevate Jared’s high jewelry offering with unique and artful collaborations, showcasing the finest craftsmanship and natural diamonds. Since its debut in September 2022, Jared Atelier has become synonymous with accessible luxury, offering high jewelry collections at a range of price points—from \$9,000 to \$200,000—setting the brand apart from competitors. Consumer demand has shown strong interest in these high jewelry collections, which cater to customers seeking luxury pieces outside the traditional ‘high street.’ Following the successful launch of the Shy Dayan collection in November 2023 and today’s unveiling with Vera Wang, Jared Atelier exemplifies the commitment to collaborating with visionary designers and investing in exclusive, luxurious jewelry for the Jared customer.

To explore the collection and learn more about Jared Atelier, please visit <https://www.jared.com/jared-atelier-vera-wang>.

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 to an array of on-trend, high-quality 18K gold and diamond fine jewelry fashion. For additional information on Jared® Jewelry visit [Jared.com](https://www.jared.com), and like us on [Facebook](#), [Twitter](#), [YouTube](#), [Pinterest](#) and [Instagram](#).

About Signet Jewelers

Signet Jewelers Limited is the world's largest retailer of diamond jewelry. 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 is a Great Place to Work – Certified™ company and has been named to the Bloomberg Gender-Equality Index for five consecutive years. Signet operates approximately 2,700 stores primarily under the name brands of KAY Jewelers, Zales, Jared, Banter by Piercing Pagoda, Diamonds Direct, Blue Nile, JamesAllen.com, Peoples, H. Samuel, Ernest Jones, and the jewelry subscription service, Rocksbox. 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.jamesallen.com, www.bluenile.com, www.peoplesjewellers.com, www.hsamuel.co.uk, www.ernestjones.co.uk, and www.rocksbox.com.

About Vera Wang

Vera Wang, a native New Yorker who has spent her career at the forefront of fashion, initiated a radical change in the wedding industry in 1990 with the opening of her flagship salon at the Carlyle Hotel in New York. Today, the Vera Wang brand reflects her vision of creating a lifestyle that goes beyond bridal fashion and ready-to-wear, and extends to publishing, fragrances, accessories and home.

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Source: Jared Jewelers