



NEWS RELEASE

Jared Jewelers Announces World Premiere of A Diamond Is Born Documentary

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Film Celebrates Launch of Jared’s Landmark Digital Blockchain: First Collection - Storied Diamond Desert Sands of Eternity

NEW YORK--(BUSINESS WIRE)-- **Jared Jewelers**, the accessible luxury brand among Signet Jewelers, today announces the world premiere of *A Diamond Is Born*, an original documentary by Academy Award® winning filmmaker Luc Jacquet (*March of the Penguins*). The film captures the romance, allure, rarity, and impact of natural diamonds. The premiere coincides with the launch of *Storied Diamond Desert Sands of Eternity™*, an innovative, natural diamond traceable collection that was designed by and is exclusive to Jared Jewelers. The collection follows the complete journey of a diamond from its origin in Botswana to its final setting in Jared’s jewelry collection.

Antonia Gentry for Jared Jewelers

“For life’s most meaningful moments, natural diamonds hold a special significance,” said Claudia Cividino, President of Jared Jewelers and

Diamonds Direct. “Through *A Diamond Is Born*, we’re bringing to life the remarkable journey of a diamond from Botswana’s natural wonders to the milestones our guests celebrate. To make this journey even more tangible for our guests, our new block-chain enabled platform will launch with the collection *Storied Diamond Desert Sands of Eternity™*. This collection provides a unique digital passport for each diamond allowing for a deeper understanding of, and appreciation for, each stone’s journey from rough to polished, showcasing its uniqueness, rarity, beauty and positive societal impact.”

Leading the *Storied Diamond Desert Sands of Eternity™* campaign is acclaimed actor Antonia “Toni” Gentry (Ginny & Georgia), who is championing both the transparency and the timeless significance of natural diamonds.

“Every diamond tells its own story—this one started deep in the earth in Botswana, was shaped by skilled hands, and now lives on with the people who wear it and love it,” said Gentry. “This campaign with Jared Jewelers shares the story in a way that’s never been done before, helping people connect with diamonds and see them in a whole new, beautiful way.”

Enabled by Jared’s bespoke digital blockchain – each diamond in the collection is digitally recorded —from discovery in Botswana through transformation, setting, and certification — allowing consumers to scan a QR code and view the full story of their jewelry’s components and journey. Each unique digital experience provides access to over 40 data points and images, including the diamond’s rough shape, country of origin, design and transformation journey,

setting dates, and final Gemological Institute of America-certified documentation of its color, clarity, carat, and cut specifications. This journey brings trust, confidence and transparency, adding a deeper and shareable story to such meaningful diamond purchases.

Each piece in the collection is set in 100% repurposed gold and platinum and is priced from \$1,700 to \$22,999 across semi-mounts, anniversary bands, engagement rings, loose stones and select finished fashion pieces. Spanning a radiant color spectrum of white, light yellow, champagne and light brown, the collection celebrates the natural beauty, wonder, and diversity that shapes every natural diamond.

This program was made possible through the facilitation and partnership of De Beers, whose longstanding presence in Botswana has helped enable this initiative. Botswana's diamond revenues are vital contributors to its education, healthcare, infrastructure, and conservation efforts.

Luc Jacquet, Director of A Diamond Is Born:

"This film is a culmination of a year and half of work, both on the ground in Botswana and in the editing room to carefully piece the story together. My goal was to find a way to harness the beauty of these natural phenomena and capture the mystique of their almost infinite journey. My hope is that viewers walk away from this film with a profound feeling of wonder and awe, and a new appreciation for this earth's many treasures."

The world premiere of A Diamond Is Born will take place September 17, 2025, in New York City, welcoming industry leaders from around the world, The Republic of Botswana, and House of Botswana, as well as industry tastemakers. To view the trailer visit <https://www.jared.com/a-diamond-is-born>. Following the premiere, the Storied Diamond Desert Sands of Eternity™ collection will be available in select Jared stores and at **Jared.com**.

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

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 operates eCommerce sites and approximately 2,700 stores under the name brands KAY Jewelers, Jared, Zales, Banter by Piercing Pagoda, Diamonds Direct, Blue Nile, James Allen, Rocksbox, Peoples Jewellers, H.Samuel, and Ernest Jones. Our sales derive from the retailing of jewelry, watches, and associated services. Further information on Signet is available at www.signetjewelers.com. See also www.kay.com, www.jared.com, www.zales.com, www.banter.com, www.diamondsdirect.com, www.bluenile.com, www.jamesallen.com, www.rocksbox.com, www.peoplesjewellers.com, www.hsamuel.co.uk, www.ernestjones.co.uk.

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