NEWS RELEASE

Jared Jewelers Launches Summer 2025 “Love Highway” Campaign, Marking a Bold Brand Evolution for a New Generation

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Starring supermodel Taylor Hill and her husband Daniel Fryer, the campaign captures emotionally driven luxury through intimate storytelling

AKRON, Ohio--(BUSINESS WIRE)-- Jared Jewelers, the high-end, accessible luxury brand within Signet Jewelers, today announces the launch of its Summer 2025 brand campaign, Love Highway, starring supermodel Taylor Hill and her husband Daniel Fryer. Directed by globally renowned creative visionary David Lipman, the campaign signals a defining moment in Jared Jewelers’ evolution as it reaches a new generation of consumers who seek a luxury experience with depth, connection, and meaning.

Taylor Hill for Jared Jewelers

Set against the vast, dreamlike landscapes of the American Southwest, Love Highway tells an intimate, cinematic story of two people on a journey together and individually. Framed by iconic Americana backdrops like neon-lit diners, open highways, and red rock canyons, the campaign captures what modern luxury looks like today: intentional, emotionally resonant, and deeply personal.

Claudia Cividino, President of Jared Jewelers, emphasized that Love Highway represents more than a seasonal campaign. “The consumer culture has shifted and Jared is evolving to meet the moment,” she said. “This is a statement of who we are and where we’re headed as a brand. We’re redefining what meaningful, accessible luxury looks like for today’s style-driven audience.”

At the heart of the campaign is the real-life couple, Hill and Fryer, whose off-screen chemistry brings a rare authenticity to the story. The campaign showcases their connection through subtle gestures, shared moments, and a visual language that feels both spontaneous and timeless.

“With Love Highway, we wanted to convey intimacy and layered storytelling in a way that aligns with how today’s consumers experience love, self-expression, and style,” said David Lipman, Creative Director of the campaign. “This moment is about more than just aesthetics. It’s about emotional connection.”

The Jared Jewelers Summer 2025 collection featured in the campaign reflects this emotional approach to design. With elevated yet wearable silhouettes layered together – sleek gold forms, organic diamond details, and modern heirlooms – the collection redefines accessible luxury for a new era. Each piece is crafted to resonate with those

who value both style and significance.

To view the Love Highway campaign and discover the Jared Jewelers Summer 2025 collection, visit **https://www.jared.com/campaign/love-highway**.

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**, 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 operates approximately 2,600 stores primarily under the name brands of Kay Jewelers, Zales, Jared, Banter by Piercing Pagoda, Diamonds Direct, Blue Nile, James Allen, Rocksbox, 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.jamesallen.com**, **www.rocksbox.com**, **www.peoplesjewellers.com**, **www.hsamuel.co.uk**, **www.ernestjones.co.uk**.

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Source: Jared Jewelers