

## Jared Jewelers Unveils Exclusive Launch of the Le Vian Silhouette™ Collection

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AKRON, Ohio--(BUSINESS WIRE)-- Jared Jewelers, the high-end accessible luxury banner of Signet Jewelers, proudly celebrates a 25-year legacy with Le Vian through the debut of the exclusive Le Vian Silhouette™ collection. The new offering is a highly innovative collection featuring exceptional gem colors, designs and cuts. Available nationwide at Jared locations and online at Jared.com, Le Vian's latest collection boasts colored gemstones in a completely reimagined avatar. Creating a dynamic play of light and proportion, gemstones including Deep Sea Blue Topaz, Pomegranate Garnet™, Mint Julep Quartz™, and Cinnamon Citrine® have been custom cut in unique, elongated styles. The collection launches with 14 styles ranging from \$1,500 to \$3,000.

The Le Vian Silhouette™ Collection (Photo: Business Wire)

"At Jared, we're deeply committed to bringing our customers exclusive pieces that not only reflect exceptional craftsmanship but resonate with their

unique sense of style," said Claudia Cividino, President of Jared Jewelers. "Our 25-year partnership with Le Vian has allowed us to continually deliver on this promise, and the new Le Vian Silhouette™ collection is no exception. With signature elongated gemstone cuts, these pieces were thoughtfully designed for the discerning Jared consumer who values artistry and seeks jewelry with meaningful elegance."

Cuts include Le Vian's roll top French cut, an elongated Portuguese cushion shape, an elongated Portuguese pear shape and a kite cut. Rare, exceptionally large gemstones were sourced for this collection as a significant portion of the stone needs to be whittled away to create these distinctive cuts. The collection's elongated designs have been meticulously crafted to enhance the natural grace of the wearer, embodying Le Vian's unwavering commitment to innovation and style.

Eddie LeVian, CEO of Le Vian says, "At Le Vian, we are relentless innovators and commemorating 25 years of our partnership with Jared was the perfect opportunity for us to create our largest collection yet. We are delighted to have been recognised with an international patent for one of the cuts we have developed and are excited to bring this unique collection of distinctive jewels to emerging jewelry connoisseurs."

With the launch of this exclusive collection at Jared, customers have the opportunity to own jewelry that not only adorns but empowers. Visit any Jared location this fall to experience the elegance and modern sophistication of Le Vian Silhouette™.

Designed to captivate the next generation of jewelry lovers and to exude confidence, each precision-cut gemstone

has unique facets that create stained glass-like shadows which play with light, adding a touch of drama to every movement. The elongated silhouettes and streamlined designs have been crafted to flatter, elegantly extending the visual lines of the fingers and neck.

With modern, aerodynamic lines that nod to mid-century design, the Le Vian Silhouette™ collection offers a contemporary twist that resonates with today's fashion-forward audience. Focused on empowerment and self-expression, the collection encourages women to rise above challenges and radiate confidence. It is an homage to those who inspire us to aim higher and achieve our dreams.

In keeping with this sentiment, all advertising for this collection only features a silhouette of models' faces, highlighting the beauty of each piece and inviting viewers to imagine themselves as the wearer.

To learn more about the Le Vian Silhouette™ Collection, visit [www.jared.com/silhouette](http://www.jared.com/silhouette).

## 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](http://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](http://www.signetjewelers.com). See also [www.kay.com](http://www.kay.com), [www.zales.com](http://www.zales.com), [www.jared.com](http://www.jared.com), [www.banter.com](http://www.banter.com), [www.diamondsdirect.com](http://www.diamondsdirect.com), [www.jamesallen.com](http://www.jamesallen.com), [www.bluenile.com](http://www.bluenile.com), [www.peoplesjewellers.com](http://www.peoplesjewellers.com), [www.hsamuel.co.uk](http://www.hsamuel.co.uk), [www.ernestjones.co.uk](http://www.ernestjones.co.uk), and [www.rocksbox.com](http://www.rocksbox.com).

## About Le Vian

Le Vian is a family-owned, New York-headquartered jewelry company which can trace its roots to jewelers in the 15th century and is today regularly worn by Hollywood celebrities. Le Vian is at the forefront of creating the most exquisite color gem and natural fancy color diamond jewels in a kaleidoscope of colors including pink, yellow - and the exclusive Chocolate Diamonds®, which have in the last 20 years attracted over 5 million collectors. The fine jewelry house of Le Vian is the fashion couture fine jeweler of choice, uniting two luxury worlds – glamorous high style fashion trend forecasting and hand-made fine jewelry designs incorporating rare, precious natural diamonds and gemstones.

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Source: Jared Jewelers