



NEWS RELEASE

Jared Jewelers Unveils “Season to Dream” Celebrating the Art of Gifting

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Starring supermodel couple Jasmine Tookes and Juan David Borrero, the campaign celebrates the meaningful gestures and personal connections that define the holiday season

NEW YORK--(BUSINESS WIRE)-- Jared Jewelers, the accessible luxury destination for fine jewelry, natural diamonds and personalized service, today unveiled Season to Dream, a holiday campaign celebrating the meaningful gestures that bring people closer together. Starring supermodel Jasmine Tookes and her husband, Juan David Borrero, alongside supermodel Martha Hunt, the campaign explores how a thoughtful gift, whether a grand gesture or a small token of affection, can create lasting memories and express what words sometimes cannot.

Jared Jewelers Celebrates Season to Dream with Jasmine Tookes

Through a collection of holiday stories, Jared showcases natural diamond jewelry and fine jewelry

designed to celebrate relationships, mark milestones and make everyday moments feel extraordinary. “The holidays are a time to celebrate the people who mean the most to us, and jewelry has a unique ability to capture those connections in a lasting, tangible way,” said Claudia Cividino, President of Jared Jewelers and Diamonds Direct. “At Jared, we want to help our customers find pieces that feel as individual as the people receiving them, while continuing to elevate the experience of discovering and giving fine jewelry.”

For Tookes, the campaign offered an opportunity to celebrate the role jewelry plays in expressing love and creating a lasting connection. “This campaign reminded me of the importance of showing the people we love how much they mean to us. Whether it’s a meaningful piece that marks a milestone, celebrates a memory, or simply says ‘thank you,’ jewelry has a unique ability to capture emotion and become part of someone’s story.” Jasmine Tookes added, “Working alongside my husband, Juan, is always such a special experience. We share so much of our lives together, so getting to come together creatively on a project like this makes it even more meaningful. I’m grateful to Jared for bringing us together for this campaign and allowing us to share another beautiful experience.”

Extending the campaign beyond the screen, Tookes has curated an exclusive gift guide edit featuring 15 must-have pieces from Jared’s holiday collection. The selection includes natural diamond tennis bracelets, alongside luxurious gold styles for him and her, offering inspiration for finding a gift that feels personal and enduring.

A NEW CHAPTER IN THE JARED EXPERIENCE

This holiday season also marks the first step in a broader evolution of the Jared experience, reflecting the brand's continued investment in innovative retail environments, personalized service and elevated customer experiences across the United States. Jared recently opened its newest location at Gateway Crossing in Avondale, Arizona, introducing an elevated jewelry and shopping experience to one of the region's fastest-growing communities. The location is the first in the United States to feature Jared's newest store design concept, thoughtfully created to feel more personalized, immersive and inspiring.

The new environment introduces a curated approach to presenting jewelry and timepieces and fostering a seamless shopping experience, bringing Jared's collections and services together in a setting designed to encourage exploration, discovery and meaningful connections with the brand.

The Avondale opening marks the beginning of a broader rollout of Jared's new store design with more stores expected to adopt the concept as the brand continues to invest in the future of its retail experience. The next store opening will be in Summerlin in Las Vegas, NV.

Guests visiting the new in-store experiences can explore Jared's extensive collection of fine jewelry, engagement and wedding rings, and new and pre-owned luxury timepieces. The stores also feature the Jared Design & Service Center, where on-site jewelry experts offer bespoke design consultations, expert restorations and personalized care for treasured jewelry and timepieces. Customers can explore custom design services at **Jared.com**.

Together, Season To Dream and the evolution of Jared's retail experience reflect the brand's commitment to help customers celebrate the people and moments that matter most.

For more information, visit **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

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 2,500 stores primarily under the name brands of Kay Jewelers, Zales, Jared, Banter by Piercing Pagoda, Diamonds Direct, Blue Nile, 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.peoplesjewellers.com**, **www.hsamuel.co.uk**, **www.ernestjones.co.uk**

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