



NEWS RELEASE

Jared Jewelers and Renowned Designer Debut Vera Wang VOW

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Jared Jewelers and Vera Wang launch new bridal collection with expanded partnership

AKRON, Ohio--(BUSINESS WIRE)-- Jared Jewelers, the high-end, accessible luxury brand within Signet Jewelers, today announces the launch of Vera Wang VOW. This newest bridal collection is created in partnership with global fashion icon, Vera Wang. The offering of bridal and anniversary rings is crafted with precision for a minimalistic yet modern design.

The Vera Wang VOW collection for Jared Jewelers

Exclusively available at Jared Jewelers, Vera Wang VOW features 38 styles of rings

boasting high-quality diamonds brilliantly displayed amidst 14K gold. Named after Vera Wang's vow to do things unlike others, the remarkable collection is designed with unique and elegant sophistication. The bands and engagement rings range in price from \$900 to \$8,800.

"It is with great pride and anticipation that I present my latest exclusive collection of carefully designed wedding jewelry for Jared Jewelers," said Vera Wang. "From divine engagement rings to meticulously conceived and coordinated wedding bands, these pieces reflect both passion and artistry. VOW epitomizes all of the sophistication, modernity, and craftsmanship that has come to define the Vera Wang brand."

Vera Wang VOW follows the **Jared Atelier x Vera Wang** limited-edition high jewelry collection which launched in December of 2024, featuring exquisite pieces with diamonds and rubies up to 150 CTW and \$125,000 in price.

"Vera Wang is an icon in the bridal category," said Claudia Cividino, President of Jared Jewelers. "This new collection is a testament to her vision and mastery of design. Vera Wang VOW carries through the artistry of her high jewelry atelier collection into a bridal offering that our clients will cherish for years to come."

To explore the collection and learn more about Vera Wang VOW, please visit <https://www.jared.com/vera-wang-vow>.

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 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