

NEWS RELEASE

KAY Jewelers and Le Vian Introduce the Desert Ombré™ Collection

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A Captivating Patented Collection of Gradient Natural Color Chocolate Ombré™ Diamonds and Le Vian's Trademarked Chocolate Diamonds® Celebrating the Raw Power and Radiant Beauty of the Desert

AKRON, Ohio--(BUSINESS WIRE)-- Today, KAY Jewelers, the nation's leading diamond retailer, and Le Vian®, the heritage fine jewelry house favored by celebrities and known for transforming storytelling into style, proudly debuts the Le Vian Desert Ombré™ Collection—a luxurious new assortment that captures the sun-kissed radiance and elemental beauty of the desert.

KAY JEWELERS AND LE VIAN LAUNCH THE DESERT OMBRÉ COLLECTION

Sourced from the Earth's most remote regions, the Desert Ombré™ Collection captures the natural rich ombre of 7 desert hues ranging from Nude Diamonds™ to Crème Brulé Diamonds®, and of course Le Vian's iconic Chocolate Diamonds®. Made up of Le Vian's patented precise mapping of an ombré of natural color diamonds, and crafted in 14k Strawberry Gold® and Honey Gold™, the collection offers bold style and sophistication paired with natural elegance and Le Vian's signature craftsmanship. This launch arrives at an especially exciting moment, as Le Vian celebrates the 25th anniversary of its iconic Chocolate Diamonds® and the 25th anniversary of its partnership with KAY Jewelers.

Exceptionally rare and full of character, fewer than 100 Chocolate Diamonds® over five carats are known to exist worldwide, making each Le Vian Desert Ombré™ diamond a powerful symbol of authenticity and lasting significance.

Developed as part of an industry-leading initiative with the De Beers Group, the Le Vian Desert Ombré™ Collection continues KAY Jewelers and Le Vian's commitment to preserving the legacy of natural diamonds while celebrating their rare and authentic beauty. Following the closure of the legendary Argyle Mine, which itself was located in a desert in western Australia, Le Vian now also sources its natural color diamonds from mines dedicated to responsible sourcing located in other remote desert regions around the world—continuing to honor the tradition of natural color diamonds.

"KAY Jewelers has long partnered with visionaries who share our passion for exceptional craftsmanship and storytelling through design, and we're thrilled to unveil the Desert Ombre™ Collection in partnership with Le Vian," said Julie Yoakum, President of KAY Jewelers and Peoples Jewellers. "Le Vian's rich heritage and unparalleled expertise in natural color diamonds shine through in the Le Vian Desert Ombré™ collection — an extraordinary expression of artistry, rarity, and refined beauty."

"Desert Diamonds are nature's masterpieces," said Eddie LeVian, CEO of Le Vian. "They tell the story of the earth's strength and splendor—born from natural forces whose beauty is unlocked through intricate artistry. We are thrilled to partner with KAY to share this new chapter in the evolution of Le Vian design."

The Le Vian Desert Ombré™ Collection at KAY Jewelers features 14 layering friendly styles—including 6 rings, 4 earrings, 2 necklaces, and 2 bracelets—with retail prices ranging from $1,299.99 to $7,999.99.

The assortment is now available in-store and online at KAY Jewelers, beginning October 20, 2025, with 9 exclusive online-only pieces. For more information on KAY Jewelers, please visit **KAY.com**.

About KAY Jewelers:

For over 100 years, KAY has helped millions of people express love and celebrate life's most meaningful moments. Operated by Signet Jewelers Ltd., KAY is America's #1 jewelry retailer and the world's largest retailer of diamond jewelry. For additional information, visit **www.KAY.com**.

About Le Vian:

Le Vian is a trendsetting family-owned fine jewelry company based in New York that traces its roots to 15th-century jewelers and 18th century royalty and is now a favorite among Hollywood celebrities. The company is recognized for creating exquisite natural fancy color diamond jewelry in a spectrum of shades, including natural pinks and yellows, as well as its signature Chocolate Diamonds® and Nude Diamonds™, which have attracted more than 5 million collectors worldwide over the past two decades. At the forefront of the fine-jewelry world, Le Vian bridges two realms of luxury—high-style fashion trend forecasting and handmade High Jewelry craftsmanship—uniting innovation, artistry and heritage in every design.

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