



NEWS RELEASE

KAY Jewelers and Neil Lane Announce New Desert Diamonds Collection

2025-10-10

With a shared commitment for design and craftsmanship, KAY Jewelers and Neil Lane debut a captivating new collection of natural diamonds in partnership with De Beers, distinguished by a warm, earthy palette

AKRON, Ohio--(BUSINESS WIRE)-- Today, KAY Jewelers, the nation's leading diamond retailer, and renowned jewelry designer, Neil Lane, announce the Neil Lane Desert Diamonds collection, an extraordinary new offering of natural diamond bridal and fashion styles designed to celebrate individuality and reflect the shades of your unique love, set to launch on October 20.

KAY JEWELERS AND NEIL LANE LAUNCH THE DESERT DIAMONDS COLLECTION

Desert Diamonds are celebrated for their rarity and strikingly unique beauty, showcasing

warm, earthy hues that range from sunlit whites to radiant champagnes, deep ambers, and smoky whiskeys. Each natural diamond offers something entirely different for consumers, setting this collection apart in both look and feel. Unlike traditional white diamonds, which are valued for uniformity and brilliance, desert diamonds embody nature's untamed artistry. Infused with golden ochres and sun-warmed hues, each stone is a one-of-a-kind creation forged over billions of years—making them rare, soulful symbols of transformation, love, and life's most meaningful moments.

In an industry-leading initiative led by and in collaboration with De Beers Group, the Desert Diamonds collection spans both bridal and fashion designs for women and men. Bridal styles are crafted in 14K white and yellow gold ($\frac{1}{4}$ to 1 $\frac{1}{2}$ cttw), while fashion pieces feature 10K–14K yellow gold — all brought to life through Neil Lane's signature style, blending modern elegance with timeless design. Each piece is a modern interpretation of ancient beauty, a bridge between past forces and present moments that shape our stories.

"KAY Jewelers exists to celebrate love and life's defining moments," said Julie Yoakum, President of KAY Jewelers and Peoples Jewellers. "With Desert Diamonds, we are proud to introduce a collection that honors those milestones in a truly distinctive way. Neil Lane is a pivotal figure in jewelry craftsmanship, and together we're proud to debut a collection that reflects his iconic design expertise and KAY's commitment to timeless, meaningful jewelry."

"Every piece I design is rooted in the unique moments and inspirations that have shaped my journey, and Desert Diamonds is a perfect extension of that," says Neil Lane, renowned jewelry designer and long-standing KAY Jewelers brand partner. "This collection is a journey through design and inspiration, with each piece telling its own story. I'm

grateful to collaborate with KAY, a partner equally dedicated to creativity and craftsmanship, to bring this collection to life in a way that is both timeless and distinctive.”

The Neil Lane Desert Diamonds collection will be featured at the Toledo Museum of Art, alongside Neil Lane’s historic treasures featured within his dedicated exhibit, Radiance and Reverie: Jewels from the Collection of Neil Lane. As part of its commitment to celebrating the artistry of jewelry, KAY Jewelers is proud to serve as the Exclusive Presenting Sponsor of the exhibition, on view October 18, 2025 – January 18, 2026, which highlights over 150 historic pieces from Lane’s private collection and traces the evolution of jewelry from the 19th century to Hollywood’s red carpet.

Available to shop at KAY Jewelers stores and online on October 20, the styles range in price from \$1,999.99 to \$8,999.99. 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 Neil Lane:

Neil Lane is a celebrated designer, collector, curator, and bridal authority. With an eye for style and elegance, Lane is an avid collector of rare jewels, sculptures and fine art. He has mastered the art of creating unique designs, inspired by influential periods in history with a contemporary flair. Lane is recognized as the official ring designer for ABC’s The Bachelor franchise, and his signature couture designs have appeared on some of the world’s most glamorous celebrities and red carpets. From the moment a couple makes their engagement official, throughout the planning phases, on their wedding day, and beyond, Lane is a part of their special love story. His aesthetic lends itself to both bridal and fashion jewelry through the Neil Lane ® collection exclusively* at Kay Jewelers®, and has inspired diverse collaborations that celebrate key moments in life and love.

Press Contact:
LaForce
Kay@laforce.nyc

Source: KAY Jewelers