



NEWS RELEASE

KAY Unveils Bold Brand Evolution, Ushering in a New Era with "Love All In"

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KAY's new brand platform builds on its longstanding history of celebrating love while meeting today's generation where they are and inspiring authentic connection

AKRON, Ohio--(BUSINESS WIRE)-- Today, KAY unveiled a bold, transformative brand relaunch, introducing a more modern and authentic expression of one of America's most beloved jewelers with over a century of expertise in the category of love. Marking a major evolution for the brand, KAY is honoring its legacy, while embracing a more relatable vision of love that reflects the realities of today's relationships.

KAY Love All In

Leading the transformation is Love All In, a new brand platform that builds KAY's

longstanding association with love while expanding the brand beyond traditional milestones to celebrate the full spectrum of love, connection, and self-expression. By celebrating the many forms love can take, the platform reflects how people connect, express themselves, and mark meaningful moments.

"Love All In marks an important evolution for KAY and brings Signet's Grow Brand Love strategy to life," said Julie Yoakum, President of KAY Jewelers. "Love has always been at the center of our brand, but the way people experience and express love is changing. Love All In reflects that change, using today's consumer as our North Star as we shift from awareness to relevance, expand beyond traditional milestones, and celebrate the full journey of love. It allows us to build on KAY's strengths while making the brand more relevant to existing consumers and a new generation."

Love All In

Love All In is rooted in a cultural tension, particularly evident among younger adults: a desire for meaningful connection alongside a growing reluctance to risk vulnerability.

"At a time when people are encouraged to play it cool and hold something back, KAY is taking the opposite position," Yoakum said. "We believe the best things in life happen when you go all in, and love is no exception."

Launched on September 8, consumers will see the transformation across KAY, including:

- New brand identity and creative campaign across television, streaming, digital, social, and creator content.
- Redesigned digital experience with improved navigation and browsing, more curated product presentation, and stronger storytelling.
- Evolving product assortment that maintains KAY's strength in bridal and milestones while expanding the role of jewelry in self-expression, gifting and everyday occasions. KAY is simplifying assortments by approximately 20 percent within categories, with dedicated emphasis on custom products and men's jewelry.
- Refreshed store experience with new approaches to visual merchandising, navigation and product education, as well as pilots around open selling, custom design and interaction zones.

Introducing Fall In

Love All In launches with Fall In, a 60-second short. Set to multi-Grammy Award-winning artist Charli XCX's "Everything is Romantic" featuring Caroline Polachek, the commercial moves through a series of relationships and moments of connection, portraying love at different stages and expressed in different ways. Jewelry is featured not as a main character, but as a part of the journey, marking the connections, emotions, and experiences that shape our lives every day.

Love All In in Culture

KAY will extend Love All In beyond advertising with a series of cultural moments beginning during New York Fashion Week:

- Public School NY: An exclusive jacket designed by Dao-Yi Chow and Maxwell Osborne set with over 500 lab and natural KAY diamonds that will debut at the fashion label's New York Fashion Week runway show on September 10.
- The KAY Diamond Truth Booth: An interactive mobile experience inviting people to share their own Love All In stories debuts during Fashion Week on September 10 and continues in SoHo on September 12.
- Love All In Contest: 20 winners will each receive a diamond featured on the Public School NY x KAY diamond jacket. Contest opens on 9/10 and closes on 10/31. Winners will be announced on 11/16.
- The Love All In Tour Continues: The interactive mobile experience will continue touring with its next stop at the October 11 Saints Game in New Orleans, where Drew Brees will be honored with the Pro Football Hall of Fame Ring of Excellence, crafted by KAY Jewelers.

"We want Love All In to be a part of culture, not just live in our advertising," said Lisa Laich, Chief Marketing Officer of Signet Jewelers, KAY's parent company. "A runway, a football field, on the streets of SoHo. These are places where people are already showing up for each other, and KAY is proud to be a part of these meaningful moments."

"Fall In," the Love All In commercial, is available to watch on KAY's Instagram [**@kayjewelers**](#). For more information on KAY, please visit [**www.KAY.com**](http://www.KAY.com).

NO PURCHASE NECESSARY TO ENTER OR WIN. Void in Puerto Rico, all United States territories and possessions and where prohibited. Open to legal residents of 50 US & DC, 18 & older. Contest begins at 10:00am ET on September 10, 2026 and ends at 11:59pm ET on October 31, 2026. Subject to full Official Rules and prize disclosures at [**KayDiamondContest.com**](http://KayDiamondContest.com). Sponsored by Sterling Jewelers Inc., 375 Ghent Road, Akron, OH 44333.

ABOUT KAY JEWELERS

For over 100 years, KAY Jewelers has helped millions of people express love and celebrate life's most meaningful moments. Operated by Signet Jewelers Ltd., one of the most influential jewelry companies, KAY Jewelers is America's #1 jewelry retailer and Signet's flagship brand. For additional information on KAY Jewelers visit [**www.KAY.com**](http://www.KAY.com).

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