



NEWS RELEASE

Monique Lhuillier Adds Lab-Created Diamonds to the Monique Lhuillier BLISS Collection Exclusively at KAY Jewelers

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The world-renowned bridal and fashion designer continues to evolve her offerings for today's bride

AKRON, Ohio, Oct. 25, 2023 /PRNewswire/ -- Monique Lhuillier is excited to **introduce lab-created diamond engagement rings** and bands to her Monique Lhuillier BLISS fine jewelry collection, exclusively available at **KAY Jewelers**. The iconic designer, known for her floral and elegant designs in both the fashion and bridal space, has an intimate relationship with her customers and found it a natural evolution to expand her jewelry collection to include lab-created creations. With everything she does, Monique Lhuillier strives to give her brides the very best when selecting a special piece, especially when it comes to their engagement jewelry.

"Lab-created diamonds are becoming increasingly popular among consumers looking for an impactful stone when designing the ring of their dreams. When I first saw samples of lab-created diamonds, I was amazed by the brilliance and purity. With this new category debut, I have showcased my signature designs with larger carat weights while remaining accessible to the KAY consumer. The new wave of luxury jewelry is here – a modern approach to a timeless sentiment of love," says Monique Lhuillier.

The new Monique Lhuillier BLISS Lab-Created Diamonds collection features independently certified, colorless lab-created diamonds set in 18K gold. The collection consists of twelve engagement ring styles, six universal matching bands, and three women's lab-created diamond bands. The engagement rings feature round, princess-cut, oval, emerald and pear shaped lab-created center diamonds set in 18K yellow gold, 18K rose gold, and 18K white gold. All KAY diamonds, whether natural or lab-created are conflict-free as verified by the KAY Promise. KAY's rigorous procedures ensure that products are responsibly sourced from vendor to the store.

"Monique Lhuillier knows the modern consumer and that is embodied in every design she creates for the Monique Lhuillier BLISS bridal jewelry collection. She strives to create elegance in everything she does, which is why her designs are seen around the world from red carpet premiers to VIP brides. With the new Monique Lhuillier BLISS Lab-Created Diamonds collection, she continues to expand her reach by offering consumers elevated designs and larger looks to choose from. Expanding the Monique Lhuillier BLISS collection is part of KAY's overall strategy to inspire love and be a true partner to our consumers. We want to provide them with quality jewelry that aligns with their ethos and shopping habits, and the Monique Lhuillier BLISS Lab-Created Diamonds collection allows us to do that in a revolutionary way," states Bill Brace, President of KAY Jewelers.

The Monique Lhuillier BLISS Lab-Created Diamonds collection is available online at [KAY.com](https://www.kay.com) and at select KAY stores. The prices range from \$1,099.99 to \$18,999.99. For more information on KAY Jewelers, **please visit [KAY.com](https://www.kay.com)**.

ABOUT KAY® JEWELERS

For over 100 years, KAY® has been America's local jeweler, and 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](https://www.kay.com).

ABOUT MONIQUE LHUILLIER

Monique Lhuillier is internationally recognized as one of America's foremost designers. Established in 1996 by Monique Lhuillier and her husband, Tom Bugbee, the company is considered one of the leading fashion houses in design, quality and creativity. With a passion for creating collections that are both feminine and modern, Monique Lhuillier continues to design ready-to-wear, accessories and bridal collections that are luxurious, chic and true to her aesthetic. Fans include Emma Stone, Blake Lively, Taylor Swift, Reese Witherspoon, Kristen Bell, Anna Kendrick and the First Lady Michelle Obama among others. Monique's signature design sensibility has led to the launch of many licensed products transforming the company into a luxury lifestyle brand. Monique Lhuillier products are distributed through Monique Lhuillier stores, premium department stores and specialty stores throughout the world. For additional information visit www.moniquelhuillier.com.

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