NEWS RELEASE

New Art Deco-Inspired Neil Lane Artistry Heritage Collection Launches Nationwide at KAY Jewelers

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With a shared affinity for creating jewelry that encapsulates timeless glamour, KAY Jewelers and Neil Lane introduce the next evolution of extraordinary art deco-inspired diamond engagement rings and wedding bands.

AKRON, Ohio--(BUSINESS WIRE)-- Today, KAY Jewelers, the nation's leading diamond retailer, and renowned jewelry designer, Neil Lane, debut the next evolution of extraordinary, luxury lab-created diamond bridal styles with the new Neil Lane Artistry Heritage Collection featuring engagement rings and wedding bands.

(Photo: Business Wire)

The Neil Lane Artistry Heritage Collection includes 14 engagement rings and six ladies' wedding bands, all featuring lab-created diamonds set in platinum. This collection is a vibrant homage to Neil Lane's iconic vintage jewelry collection, paying tribute to the old-world diamond cuts that have inspired his journey as a designer. Setting a new standard in glamour, the collection features art deco-inspired cuts exquisitely reimagined for a new era of timeless elegance.

"KAY Jewelers' bridal audience is our future," says Bill Brace, president of KAY Jewelers. "With a commitment to catering to tomorrow's couples by providing an unmatched jewelry experience, we are constantly striving to deliver creativity and innovation through timeless, elegant pieces. Neil Lane is a pivotal figure in jewelry craftsmanship, and we are thrilled to debut a new collection that represents our brand partners' design expertise with KAY's exquisite lab-created diamonds."

"I've been fortunate to have a career that's afforded me the opportunity to create jewelry inspired by my wide ranging experiences and artistic interests," says Neil Lane, celebrated jewelry designer and long-time partner of KAY Jewelers. "Working with KAY, a retailer that values creativity and innovation, has been a true privilege. This latest collection draws on a rich heritage of vintage style, with each piece reflecting a unique blend of my inspirations and a timeless appeal for the couples of tomorrow."

The engagement rings introduce three stunning center stone shapes inspired by old-world diamond cuts that deliver unique and unconventional silhouettes - the Heritage Oval, Heritage Square Emerald, and Heritage Emerald. Some styles feature fancy side accent stones including baguettes, chevrons, trapezoids and half-moons. Each design is a modern tribute to vintage diamond cuts, masterfully blending historical inspiration with contemporary sophistication.

Now available to shop at KAY Jewelers stores and online, the styles range in price from $3,599.99-$11,599.99 for engagement rings and $1,299.99-$3,199.99 for wedding bands. 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. With his first book, Style Your Wedding With Neil Lane, published by DK | Penguin Random House, Lane is an authoritative voice for a couple's happily-ever-after.

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Source: KAY Jewelers