



NEWS RELEASE

'Tis the Season to Celebrate the Holidays with Zales

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Zales debuts “Merry Me” and “’Tis The Season” alongside new collections ahead of the holiday season

AKRON, Ohio--(BUSINESS WIRE)-- Zales, known for its timeless jewelry and quality designs, is excited to announce the launch of two new holiday campaigns: “Merry Me” and “’Tis the Season.” Both campaigns embody Zales' ongoing commitment to elevating the everyday and celebrating confident self-expression through jewelry.

Zales x Merry Me (Photo: Business Wire)

“Merry Me” is a celebration of the gifting season, embracing the idea that the holidays are about celebrating yourself and loved ones, and reminding individuals to not forget to

recognize themselves as the most deserving person on their gift list. With a spotlight on Zales’ wide selection of fashion styles, “Merry Me” showcases jewelry pieces that inspire customers to feel like the most authentic version of themselves. It is a playful approach to holiday shopping, offering a refreshing take on gifting by highlighting the importance of self-celebration, self-expression and confidence.

“’Tis the Season,” focuses on modern love, inviting brides to see Zales as their trusted partner in celebrating their love stories. This campaign highlights love in all its forms—from traditional weddings to intimate elopements—while appealing to younger generations who are redefining what love and marriage look like today. Featuring Zales’ diverse range of engagement rings and bands, “’Tis the Season” is a playful nod to get the gift you really want this holiday season and offers something for every personal style, capturing the fun, modern, yet aspirational essence of contemporary love stories.

"At Zales, we believe that jewelry is more than just an accessory—it’s an expression of individuality, " said Kecia Caffie, President of Zales. "Our new holiday campaigns are created to inspire customers to confidently embrace who they are and celebrate their unique love stories in a way that feels authentic to them. Whether they're gifting themselves or celebrating a modern take on love, we're honored to be a part of those special moments."

Both campaigns will launch with a digital-first focus on Zales’ online platforms and social media channels, ensuring customers experience these stories across every touchpoint. The campaigns will also be visible in Zales stores throughout the holiday season.

Zales will also introduce new product collections throughout the season, including Stellar Star and Whimly by Zales. These collections will feature a variety of on-trend designs that are great for gift-giving or for those looking to treat themselves this holiday season.

As Zales continues to be at the forefront of innovation in fine jewelry, the “Merry Me” and “’Tis the Season” campaigns celebrate the diversity of personal expression and the beauty of love in all its forms.

ABOUT ZALES

Zales The Diamond Store® is a leading brand name in fine jewelry retailing. Zales is operated by Signet Jewelers Limited, the world's largest retailer of diamond jewelry. Signet Jewelers operates approximately 2,800 stores. For additional information on Zales, visit www.Zales.com or follow us on social channels @Zalesjewelers on Instagram, Twitter and Pinterest and @Zales on Facebook and YouTube.

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Source: Zales