NEWS RELEASE

Turning the Page with Love

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Note: This article was originally published by Gina Drosos, CEO, on her LinkedIn account.**Follow Gina on LinkedIn**.

Every new year brings the promise of possibilities – the opportunity to close one chapter and begin the next. But this new year is like no other.

2020 has been an uncertain, tumultuous and, in many cases, devastating year. While many of us struggled to work from home, many more struggled to make ends meet. While front-line workers provided courageous care, many of us still lost friends and family members we'll never forget. And while gaps that divide us seemed to grow wider at times, the love and compassion that unites us most definitely grew stronger. The unexpected blessings of 2020 are empathy, clarity and love.

Inspiring Love is Signet's Purpose, and one of the best parts of my job is working with an amazing team that lives our Purpose every single day. Kay has proclaimed that "Love is Unstoppable" – and it's true. In the face of a pandemic and mandated quarantining, love prevailed. We paused, despite tremendous challenges, to reevaluate our priorities and to decide who and what we care about most. Families spent more time together – laughing, crying and reflecting on what's important to them, including those they couldn't spend time with. Couples moved in together and expedited engagement plans. And love was evident on smaller scales, too. "Date night" was redefined as snuggling on couches, ordering takeout from a favorite local restaurant and playing board games. This year actually managed to bring us all a little closer.

So, my hope is that we all wake up tomorrow, New Year's Day 2021, with renewed commitment to be empathetic toward one another, to inspire love in one another and to celebrate the life we live with one another. Let's commit ourselves to creating the kind of change we want to see in our world – a world made better through inclusion, equity and freedom to love who we want in the ways we want. JamesAllen.com – one of Signet's industry-shaping brands – operates with the belief that "Love has no rules." I so agree. I hope 2021 will be the year that we all express our love unabashedly as we move from the isolation of Covid to the renewal of community.

As for a New Year's resolution? I'm going to try to come out stronger on the other side of this pandemic – by standing up even more visibly in support of love for one another and by embracing the entrepreneurial spirit of 2020 to rewrite rules that hold us back and to help accelerate the innovation and optimism that push us forward ... with empathy, clarity and love.

Happy New Year.

– Gina