



NEWS RELEASE

Zales Celebrates Everyday Moments That Deserve Your Best Jewelry

2026-08-17

The new creative celebrates the everyday through classic jewelry box essentials designed to be worn, layered, and lived in – no special occasion required.

NEW YORK--(BUSINESS WIRE)-- Today, Zales unveiled a new creative campaign deepening its “You Are The Occasion” platform, built on a clear shift in how its core customer buys and wears jewelry: she isn't waiting for a milestone - or someone else - to give her a reason to invest in herself. With a history of making fine jewelry and diamonds more accessible to more people, Zales believes fine jewelry isn't reserved for a select few or saved for a special occasion. It is hers to buy, wear, layer, and make her own, every day. At the heart of the campaign is Zales' commitment to making quality fine jewelry more attainable, empowering customers to express their personal style through pieces designed to be lived in again and again. With more than a century of heritage, Zales brings that commitment to life through quality craftsmanship and styles customers can wear, layer and make their own every day.

Credit: Zales

Zales has always believed fine jewelry should be within reach of anyone who wants it. Today, that

means not only making fine jewelry more accessible, but inspiring women to buy it for themselves, wear it their way and make it part of everyday life.

The creative expression reflects the way customers are shopping for fine jewelry today. Zales' data shows that 67% of purchases among its core shoppers are for themselves rather than for gifting, reinforcing a shift in how women think about fine jewelry: it's not something they need to wait to receive or save for a special occasion.¹ Whether she's refreshing her jewelry rotation just because, celebrating a small win or simply wearing the pieces she loves on an ordinary day, she is the occasion.

“At Zales, we believe you don't need to wait for a special occasion or a special someone to buy fine jewelry you love,” said Amanda Rather, Vice President of Style and Trend Brand Marketing at Zales and Banter. “Our customers are choosing jewelry as a way to express themselves, investing in pieces they can wear every day, style in their own way, and make their own over time. With quality fine jewelry designed for the way she actually lives, we're helping women make their own rules, celebrate themselves and make every day feel worth celebrating.”

A Fresh Take on Everyday Fine Jewelry

The refreshed creative comes to life through three distinct but connected style stories:

- **Everyday Elevated.** Timeless jewelry box staples designed for versatility and everyday wear. The edit spotlights tennis bracelets and necklaces, curated ear stacks with classic studs and hoops, and solitaire pendants.
- **Stacking & Layering.** A celebration of individual style through pieces made to be mixed, matched, and worn together. Gold chains, bracelets, bands, pendants, and bold diamond accents reinforce the idea that "jewelry is a neutral."
- **Bridal & Engagement.** A style-first approach to engagement rings designed around four distinct aesthetics: Iconic Classic, Ethereal Romance, Grand Glamour and Modern Muse. Each story helps customers discover a style that's uniquely their own, from timeless silhouettes to statement-making stones, across an assortment of Lab-Grown and Natural diamonds.

These stories reinforce how Zales is designed for everyday life. From lab-grown and natural diamonds to gold, pearls, and colorful gemstones, each piece is designed to be styled your way, making self-expression more accessible and personal.

Explore the campaign's **Everyday Elevated**, **Stacking & Layering** and **Engagement** edits at [Zales.com](https://www.zales.com).

ABOUT ZALES

Zales redefines fine jewelry. From jewelry box staples to diamond classics and personalized pieces that represent you, Zales designs are meant to be worn, layered and lived in. Part of Signet Jewelers and blending quality craftsmanship with everyday style, Zales makes fine jewelry within reach.

Learn more at **Zales.com** and follow @ZalesJewelers on Instagram, TikTok and Pinterest, and @Zales on Facebook and YouTube.

¹ Source: Signet Brand Love tracker, FY27 year-to-date through Q2

MEDIA CONTACTS

Krupp Group | Autumn Mowery, autumn@kruppgroup.com
 Zales | Montana Wilkie, montana.wilkie@signetjewelers.com

Source: Zales