



NEWS RELEASE

Zales Goes the Distance With The 26.2 Edit, a Curated Jewelry Collection Made to Move With You Through Every Mile

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Carl Radke, Tayshia Adams, Chloe Lukasiak and fellow members of Zales' Running Squad demonstrate how personal style and confidence can carry you through every challenge, wearing styles from The 26.2 Edit as a reminder that showing up for yourself is an occasion in itself.

NEW YORK--(BUSINESS WIRE)-- **Zales** is putting its belief that "You Are the Occasion" into motion with the launch of **The 26.2 Edit** and accompanying campaign. Inspired by the dedication, discipline, and personal goals that define every runner's journey, the campaign follows the Zales Running Squad as they train for a marathon in the jewelry, highlighting how confidence, individuality and self-expression can carry you from race day to every day.

Zales The 26.2 Edit Campaign

The Zales Running Squad unites 16 runners, from first-time marathoners to experienced

runners, each with their own story, motivation, and unique perspective. Leading the squad is Reality TV Star **Carl Radke**, joined by Bachelor Nation Star and co-host **Tayshia Adams**, Dance Moms alum **Chloe Lukasiak**, and a roster of creators across fitness, fashion, wellness, and lifestyle. From former members of the military and mothers balancing training with family life to a couple brought together by their shared love of running, each member brings a unique perspective and deeply personal motivation to the 26.2-mile journey, illustrating that achievement takes many forms and that every journey is worth celebrating.

At the heart of the campaign is Zales' belief that You Are The Occasion. Fine jewelry isn't reserved for black-tie events or nights out. It belongs in the moments that make you feel most like yourself, which is why the Zales Running Squad will train and run in The 26.2 Edit, from early-morning miles to the final stretch of race day. While a marathon inspired the campaign, its message reaches far beyond the finish line. Zales is honoring the commitment, confidence, and individuality that define every runner's journey, because what's worth celebrating isn't only found at the end; it's in every step it takes to get there.

"You don't need to wait for a reason to wear fine jewelry, because you are the occasion," said Amanda Rather, VP Brand Marketing, Zales and Banter. "The 26.2 Edit celebrates the goals people set for themselves and the dedication it takes to achieve them. While inspired by a marathon journey, the collection is centered around recognizing the moments that make us confident, whether that's crossing a finish line, reaching a personal milestone or simply showing up for yourself every day. Every achievement deserves to be celebrated, and jewelry can serve as a lasting reminder of the journey behind it."

The 26.2 Edit includes 27 styles, featuring tennis bracelets and necklaces, pendants, earrings, anklets, and other everyday styles offered in silver, gold, and lab-grown diamond-accented styles, alongside new commemorative 13.1 and 26.2 pieces that celebrate both the half and full marathon distances. Whether purchased for yourself or gifted to someone celebrating a personal achievement, the pendant serves as a lasting reminder of the dedication behind every mile, carrying meaning long beyond race day.

“Running has become an important part of how I challenge myself and keep my life balanced. Marathon training gives me a meaningful goal that pushes me forward,” said Radke. “There’s so much consistency, dedication, and discipline that happens long before race day, and the journey is just as important as the finish line. I’m excited to be part of the Zales Running Squad and celebrate every milestone along the way with jewelry that serves as a lasting reminder of what we’ve accomplished, both individually and as a squad.”

Beginning with social storytelling from the Zales Running Squad, the campaign will expand into a 360-degree marketing activation on October 21, continuing through race day and concluding with a Medal Monday celebration hosted by Carl Radke at Soft Bar + Cafe in Greenpoint, Brooklyn, celebrating not only the squad's accomplishments, but also the confidence and dedication that carried them every step of the way.

The 26.2 Edit ranges from \$149-\$7,999, and will be available beginning October 21, 2026 on **Zales.com**. To learn more and follow the Zales Running Squad’s journey, visit **Zales.com** and **@ZalesJewelers** on Instagram and TikTok.

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.

MEDIA CONTACTS

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

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