



NEWS RELEASE

Zales Launches Exclusive Wonder Woman™ Fine Jewelry Collection

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8-piece collection celebrates DC's iconic female Super Hero – and all women who represent strength, courage and grace

Signet Jewelers' Zales brand launched an exclusive fine jewelry fashion collection inspired by the most beloved female Super Hero, Wonder Woman. Whether a ring, bangle or necklace, each piece in Zales' first-of-its-kind, 28-piece collection is designed to resonate both with women who'd like to celebrate their strength, confidence and power – and anyone who wants to recognize the modern-day female warrior in their life.

"Now more than ever, the world needs super heroes, and there is none more iconic, empowering and unifying than Wonder Woman," said Jamie Singleton, President of Kay, Zale, and Peoples Jewelers. "What better way to honor everything she stands for than with a special jewelry collection inspired by the Wonder Woman 1984 movie premiere?"

The Zales brand empowers women to express their personal style through everyday fine jewelry, each piece in this collection is a testament to the Wonder Woman character and the stories of modern women today – empowered women who know exactly who they are, trust their own path and express what makes them confident, unmistakable, and beautiful.

Each piece is not only stylish, but long-standing fans can identify with the five collections – each of which captures an aspect of Wonder Woman's life:

- Star Tiara – Qualities of Wonder Woman's tiara are integrated into rings and pendants. The Star Tiara is symbol of her status as princess of Themyscira which can be used as a throwing weapon, like a boomerang.
- Lasso of Truth – The shape and texture of the iconic lasso can be seen in hoop earrings, rings, bangles and charms.
- Arch enemy Minerva – The face of Minerva the Cheetah is the inspiration integrated into rings, pendants and earrings.
- Symbol – Her "WW" logo, which underscores the hope and empowerment that she stands for, is used in gold and diamond necklace with matching earrings; there is also a sterling silver and colored-stone option.
- The Galaxy – Inspired by the universe that she calls home.
- Additional features within the jewels are Wonder Woman's "bracelets of submission," her home Themyscira, and the slogan in which she stands for – "truth, strength, and compassion."

Zales' newest standing collection features styles in 10K gold and sterling silver with diamonds and colored

gemstones throughout. Zales' Wonder Woman™ fine jewelry collection is available in all Zales stores and online now at **www.Zales.com**. Pricing ranges from \$279-\$839.

About

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