



NEWS RELEASE

# Zales Launches Holiday 2025 Campaign: "It's Decorating Season"

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New campaign and product designs celebrate the joy of gifting, confidence, and self-expression under Zales' "Own It" brand platform

NEW YORK--(BUSINESS WIRE)-- Legendary diamond retailer, Zales, proudly unveils its Holiday 2025 campaign, marking the brand's earliest-ever holiday debut. Designed to inspire confidence and celebrate individuality, the campaign continues the narrative of Zales' acclaimed "Own It" brand platform with a festive twist — encouraging consumers to decorate themselves first this holiday season.

Zales Holiday 2025 Campaign

This year's campaign, directed by Marie Schuller and photographed by Hannah Sider, captures the spontaneity of holiday joy

through a series of playful, photobooth-inspired vignettes. Each moment embodies the confidence, creativity, and connection that come alive when people "own" the holidays with Zales jewelry.

"This season, we're focused on making gifting effortless," says Amanda Rather, Sr. Director of Brand Marketing at Zales. "Even last-minute ideas can make an impact. Whether it's a gift for someone else or a well-earned treat for yourself, Zales helps you show up with quality style, every time."

Building on the brand's Own It platform, this campaign continues to champion individuality and authenticity, celebrating how jewelry can transform everyday moments into confident expressions of personal style. Through the lens of the photobooth, Zales' new creative direction led by Lionel Cipriano brings playfulness and glamour to life.

"We wanted to create something that feels celebratory, authentic, and unapologetically you," says Lionel Cipriano, Creative Director at Zales. "Building on our Own It campaign, this season brings the spirit of the holidays into a playful photobooth moment where confidence takes center stage. With a range of styles made to suit every kind of sparkle, each piece is designed to make you feel golden, adorned in diamonds, and ready to give your all this gifting season. Because truly, you are the gift."

Zales' Holiday 2025 assortment highlights this Holiday's most wanted gifts, spanning across a variety of product categories and offering personalization and value across every style and budget to help customers bring more charm and cheer this holiday season with Zales.

- Charms: Charm your way through the season with Zales' new open clasp charms allowing you to build your own unique stack. Start a collection that says it all. Starting at \$149.98
- Whimily by Zales: Gemstones for every mood, letters for every name, and mix-and-match necklaces and bracelets, starting at \$49.98

- Stellar Allure: Lab-Grown Diamonds for this season and every season, timeless gifts starting at \$399.98.
- Tennis Bracelets: From motifs to gemstones, find a new spin on a timeless classic. Starting at \$499.98
- Gifts Under \$250: Jewelry at prices that make gifting easy and self-gifting impossible to resist, including gemstone designs starting at \$99.98.

Across stores and digital touchpoints, the campaign brings the energy of “Decorating Season” to life, turning jewelry into the ultimate holiday adornment. Digital content and social storytelling inspire gifting and self-expression, while in-store “Gifting Destination” displays make finding the right piece effortless. With promotional highlights under \$500 and \$250, fine jewelry feels more accessible than ever, proving that Zales truly is where bold style meets meaningful design.

## ABOUT ZALES

Zales redefines fine jewelry – making self-expression through style more effortless and accessible than ever. From hoops to huggies, diamonds to gold, and personalized pieces crafted to reflect your own style, Zales is there to elevate the everyday and empower individuals to play with what’s precious. A part of Signet Jewelers, the world’s largest retailer of diamond jewelry, Zales is where bold style meets meaningful design. Learn more at **Zales.com** and follow us on social **@ZalesJewelers (Instagram, TikTok, Pinterest)** and **@Zales (Facebook, YouTube)**.

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