



NEWS RELEASE

# Zales Unveils “Best For The Best” Mother’s Day Collection Curated by Ashley Graham — A Modern Tribute to the Woman Behind the Mom

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NEW YORK--(BUSINESS WIRE)-- This Mother’s Day, Zales redefines what it means to celebrate the women who do it all with the launch of “Best For The Best,” a thoughtfully curated jewelry collection created in partnership with supermodel, entrepreneur, and mother Ashley Graham, available exclusively at Zales.

Ashley Graham for Zales "Best For The Best" Collection Building on the brand’s cultural momentum following the Not Another Candle holiday campaign, Zales introduces the Not Another Bouquet campaign: a modern gifting message that reframes Mother’s Day as an opportunity to gift jewelry that is reflective of the woman behind the mom. At the heart of this is a simple but powerful truth: today’s mothers aren’t defined by one role, and the pieces we celebrate them with should reflect that.

The Best For The Best Collection curated by Ashley Graham brings together an assortment of elevated yet accessible fine jewelry designs that are made to be worn every day. From personalized charms and gemstone pieces to timeless everyday essentials like tennis bracelets, necklaces, hoops, and modern geometric silhouettes, each design celebrates the role she plays while staying true to her personal style. With pieces starting at \$100, the collection offers options that make meaningful gifting possible at every level.

“Mother’s Day is an opportunity to celebrate the many dimensions of modern womanhood,” said Lisa Laich, Chief Marketing Officer at Signet. “With the Best For The Best collection, we set out to honor moms with something as meaningful and enduring as everything they give. Partnering with Ashley Graham allowed us to bring that sentiment to life through deeply personal designs - all while reminding them they are always the occasion. Think of it as a loving reminder to show up with something a little more lasting this year - not another bouquet.”

Zales taps into a growing cultural shift toward more intentional gifting, encouraging customers to move beyond the expected and choose pieces she’ll treasure over time. Not Another Bouquet showcases jewelry as a lasting expression of appreciation — something that lives with her, moves with her, and reflects who she is beyond a single day. Zales continues to evolve as a brand championing self-expression, where jewelry is a part of an everyday elevated lifestyle and a reminder that you are the occasion.

Zales tapped Ashley Graham to curate this collection with her authentic, unfiltered perspective on modern motherhood. Known for her candid conversations around identity, balance, and embracing the realities of motherhood without perfection, Graham brings a voice that resonates across generations. She reflects the

understanding that women are multifaceted, evolving, and deserving of recognition beyond traditional narratives.

“Motherhood expands who you are, it doesn’t replace it,” said Ashley Graham. “I loved partnering with Zales this Mother’s Day because I resonate with the idea that women deserve to be recognized in all their dimensions, not just one role. This collection is about choosing pieces that feel intentional and enduring, something that reflects your identity, your story, and the life you’re building every day.”

Launching April 13, 2026, the Best For The Best Collection will be available online with top styles available in select stores. With the Not Another Bouquet campaign, Zales proves that the most meaningful gifts aren’t the ones that are expected, but the ones that last, elevate her every day, and celebrate her for all that she is.

## 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](https://www.zales.com) and follow @ZalesJewelers on Instagram, TikTok, and Pinterest, and @Zales on Facebook and YouTube.

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