



NEWS RELEASE

Zales Unveils “The Edit”: A Modern Jewelry Retail Concept Inspiring a New Era of Shopping That Invites Luxury Consumers to Make Fine Jewelry Part of Everyday Life

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Iconic jewelry brand reimagines the in-store experience to reinforce its continued mission to introduce fashion forward style, and highlight trusted quality and service

NEW YORK--(BUSINESS WIRE)-- Zales, the legendary fine jewelry retailer, is ushering in a new era of jewelry shopping with the launch of The Edit, a next-generation retail concept that blends style, storytelling, and premier service.

Zales New Storefront in Chandler Fashion Mall, Arizona. Courtesy of Zales.

Now open in four markets with plans for continued expansion in 2026, The Edit

introduces a fresh, modern approach to jewelry discovery—one that’s more personal, inspiring, and intuitive. The new stores mark a pivotal step in Zales’ transformation following its 2025 “Own It” rebrand, reinforcing the company’s vision of making fine jewelry part of everyday life.

Designed to feel less like a store and more like a destination, The Edit invites customers to explore jewelry through their own lens - whether celebrating a milestone, marking a personal win, or simply indulging in something that feels uniquely theirs. The space champions the spirit of self-purchase and self-reward, creating an environment where buying jewelry becomes an act of confidence and self-expression.

Each location features open layouts, dynamic storytelling zones, and digital tools that encourage self-guided discovery while maintaining Zales’ hallmark of trusted, high-touch service. The result is a shopping experience that feels both luxurious and liberating - designed for the modern customer who embraces the joy of gifting themselves.

Key features include:

- The Edit Zone – Rotating seasonal collections and interactive storytelling displays, including The Charm Bar for playful, customizable styling.
- Zales By You – A dedicated area for customization, allowing customers to personalize pieces and create one-of-a-kind designs.
- Z-Curator – A digital companion tool that lets shoppers scan product QR codes, build virtual trays of favorites,

and seamlessly explore Zales' full in-store assortment.

- The Z-Hub – A collaborative consultation space for one-on-one guidance, custom design, and community events.

The Edit starting locations:

- Chandler, AZ – Chandler Fashion Center (now open)
- Denver, CO – Cherry Creek Shopping Center (now open)
- Austin, TX – Barton Creek Square Mall (now open)
- Atlanta, GA – South Point Shopping Center (now open) & Cumberland Mall (opening early 2026)
- Jacksonville, FL – St. John's Plaza (opening early 2026)

With more than **422 stores nationwide**, Zales continues to evolve its retail footprint to meet the expectations of modern shoppers—those seeking both inspiration and independence in the jewelry-buying journey.

"The Edit reflects how our customers want to experience jewelry today—hands-on, connected, and personal," says Zales President, Kecia Caffie. "It's about creating a space where discovery feels effortless and every piece tells a story."

For more than a century, Zales has celebrated love, milestones, and everyday moments with fine jewelry defined by craftsmanship, value, and meaning. With The Edit, the brand continues to evolve how customers discover, design, and express their own stories through jewelry. True to its modern vision, Zales is making fine jewelry part of everyday adornment—featuring diamonds and fashion-forward designs meant to be worn, layered, and lived in.

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

MEDIA CONTACT

Krupp Group | Autumn Mowery, autumn@kruppgroup.com

Zales | Jill Carapellotti, jill.carapellotti@signetjewelers.com & Montana Wilkie, montana.wilkie@signetjewelers.com

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