



NEWS RELEASE

## Zales Unveils Zales x Sweethearts® for Valentine’s Day 2026 — A Charm Capsule That Turns The Classic Sweethearts Candy Affirmations into a Forever Piece

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NEW YORK--(BUSINESS WIRE)-- This Valentine’s Day, Zales is reimagining one of the most iconic symbols of love with the launch of Zales x Sweethearts®, an exclusive capsule collection that transforms the beloved conversation hearts into a collectible piece of fine jewelry — and a reminder that the most meaningful affirmations are often the ones we give ourselves.

Zales x Sweethearts®

Officially launching on February 3, 2026, the limited-edition capsule features three engraved heart charms inspired by classic Sweethearts® sayings — “ooh lala,” “amore,” and “xoxo.” Each

charm is presented in a mystery blind box, adding an element of surprise to gifting (or self-gifting), with customers discovering which message they receive upon opening.

Growing up, Sweethearts® candies were tiny love notes you waited to receive — passed across desks, tucked into cards, or shared with friends. As adults, the collaboration reclaims that spirit in a new way, turning nostalgic phrases into lasting symbols of self-love, confidence, and personal expression.

Originally retailing at \$299.98, the Zales x Sweethearts® charms are available for \$49.99 per mystery box, offering an accessible entry point into fine jewelry (while supplies last) exclusively at Zales.com.

Crafted in 10K yellow gold, each charm features a lab-grown diamond–framed faded heart silhouette, accented with 1/10 carat total weight of lab-grown diamonds (F color, VS2 clarity). Designed with a hinged clasp bail, the charm can be easily styled on necklaces, bracelets, or layered looks, making it versatile and personal.

This collection brings together Zales’ commitment to modern self-expression with Sweethearts®’ nostalgic charm, reframing Valentine’s Day jewelry as something that’s not just romantic, but joyful, collectible, and meant to be worn every day. Whether celebrating Galentine’s, receiving from a loved one, or simply gifting yourself, the capsule encourages customers to wear their Sweethearts affirmations proudly.

“Growing up, Sweethearts were little affirmations you loved to give and hoped to get,” says Amanda Rather, Senior Director of Marketing at Zales. “With Zales x Sweethearts®, we wanted to flip that idea and create something fun and nostalgic that reminds customers the most powerful affirmations are the ones they give themselves. These

charms are about joy, confidence, and celebrating who you are — whether you're gifting one to someone you love or choosing it just for you."

The Zales x Sweethearts® capsule is part of Zales' broader Valentine's Day offering, Sweetest Gifts, featuring crush-worthy pieces for every kind of love. From playful keepsakes to meaningful statements, Zales continues to redefine fine jewelry as an everyday form of self-expression, proving that love starts with you.

Be Charmed.  
For Galentine's, Valentines, and Yourself.

## ABOUT ZALES

Zales redefines fine jewelry — making self-expression through style effortless and accessible. From hoops to huggies, diamonds to gold, and personalized pieces crafted to reflect individual taste, Zales elevates the everyday and empowers wearers to play with what's precious. Part of Signet Jewelers, Zales blends bold design with meaningful craftsmanship.

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

## ABOUT SWEETHEARTS

Sweethearts® is the original brand of Valentine conversation hearts and one of the most popular Valentine candies of all-time. The cute sayings, known for evolving with the times, have been described by The New York Times as a cultural and social barometer. Sweethearts are made by Spangler, a family owned and operated candy company founded in 1906 and headquartered in Bryan, Ohio. Its iconic brands, which include Dum-Dums®, Necco® Wafers, Bit-O-Honey®, and Sweethearts® make millions of smiles among generations of candy lovers.

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