



NEWS RELEASE

Zales x TOGETHXR Launch Jewelry Capsule with Flau'jae Johnson to Raise Awareness and Equal Opportunities for Women's Voices in Sports and Culture

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NEW YORK & LOS ANGELES--(BUSINESS WIRE)-- Zales, the iconic fine jewelry retailer, and trailblazing media and commerce company, TOGETHXR, a brand built by and for women athletes, proudly announce the launch of The Line Up: a bold new capsule collection designed to celebrate the brilliance, identity, and the power of women in sports and beyond.

Zales x TOGETHXR: The Line Up Capsule Collection

Zales partnered with TOGETHXR to bring in Flau'jae Johnson—athlete, rapper, and cultural force—to launch the collection and amplify the mission of celebrating women's

sports and advancing the conversation around equal opportunities for female athletes. Together, both brands are championing the celebration of one's authentic self, creating space for women to share their voices, shape culture, and inspire the next generation.

The collection merges Flau'jae's dynamic presence and style - both as an athlete and artist - and Zales' redefined Own It platform, which celebrates everyday moments and authentic self-expression. Created in partnership with TOGETHXR, The Line Up is a tribute to those who don't wait for permission—they take up space and shine.

"Sports have opened doors that let me grow not just as an athlete, but as an artist. Music and basketball are ways I share my voice, and jewelry lets me express the parts of me that words can't. Partnering with Zales and TOGETHXR —brands that celebrate women owning it—has been incredibly rewarding, and I love sharing these pieces as another way to show up authentically, on the court, in the studio, or anywhere life takes me." — Flau'jae Johnson

"TOGETHXR is proud to partner with Zales - a brand that shares our belief in the power of confidence, individuality, and authentic self-expression," said Lauren Tolila, TOGETHXR Head of Brand Partnerships. "Women's sports drive culture forward. And as TOGETHXR continues to amplify underrepresented voices, this partnership celebrates multi-hyphenates, while providing a visual extension of what we all know to be true - Everyone Watches Women's Sports."

Designed to move with you, The Line Up consists of 3 pieces for all who own their space unapologetically, featuring Certified Lab-Grown Diamonds on Sterling Silver plated in 14K yellow gold, created exclusively by Zales & TOGETHXR:



- TOGETHXR Signet Ring: Designed for those who rise under pressure, this signature ring pairs bold style with lasting meaning. With the TOGETHXR logo and a pavé accent, it's a symbol of strength that starts from within. (1/10 CT T.W. Lab-Grown Diamond) - \$99.98
- TOGETHXR Charm Bracelet: Bold by design, this paperclip chain bracelet is made to stand out. Anchored by a TOGETHXR charm, it's a statement piece that connects style with purpose - celebrating the mission driving women's sports forward. (1/10 CT T.W. Lab-Grown Diamond) - \$149.98
- TOGETHXR Tagline Necklace: Crafted as a tribute to ambition, this round pendant celebrates those redefining what's possible in sports and culture. Made for those who lead with purpose and chase greatness on their own terms—because real power doesn't seek the spotlight, it creates it. (1/10 CT T.W. Lab-Grown Diamond) - \$199.98

"At Zales, we're redefining what jewelry can mean in someone's life—it's no longer about saving something for 'someday,'" said Kecia Caffie, President of Zales. "Our customers are owning their stories every day. Partnering with TOGETHXR and Flau'jae lets us honor a generation of women who are breaking molds, rewriting rules, and authentically owning who they are."

As part of Zales' ongoing commitment to champion women in sports, the brand was an official player sponsor at the 2025 US Open, hosting a suite experience on August 30 where Flau'jae joined Zales to celebrate the upcoming launch. On the courts, Zales was proudly seen on American Tennis Player Danielle Collins, as well as Elise Meertens, Markéta Vondroušová, Priscilla Hon, Luisa Stefani, Timea Babos, Dayana Yastremska, Viktorija Golubic, Anna Bondar, and Erin Routliffe.

The Line Up will be available exclusively at Zales.com and TOGETHXR.com beginning September 10, 2025, while supplies last. Celebrating every moment, every body, every day, is a declaration of belonging and a celebration of your story, wins and all the ways you shine.

ABOUT ZALES

Zales is a leading brand name in fine jewelry retailing. Zales is operated by Signet Jewelers Limited, the world's largest retailer of diamond jewelry. Signet Jewelers operates approximately 2,600 stores. For additional information on Zales, visit www.Zales.com or follow us on social channels @Zalesjewelers on Instagram, Twitter and Pinterest and @Zales on Facebook and YouTube.

ABOUT TOGETHXR

TOGETHXR is a trailblazing media and commerce company that has generated more than \$6 million in revenue from its trademarked slogan and product line that state an undeniable truth: "Everyone Watches Women's Sports." Co-founded by sports media veteran Jessica Robertson alongside four of the world's greatest professional athletes: Alex Morgan, Chloe Kim, Simone Manuel, and Sue Bird, TOGETHXR focuses on rich storytelling rooted in lifestyle and youth culture. TOGETHXR highlights a diverse and inclusive community of game-changers, culture shapers, thought leaders, and barrier breakers—finding and sharing the stories of women doing the same. More information is available at TOGETHXR.com.

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