



NEWS RELEASE

Gina Drosos Appears on JCK's "The Jewelry District" Podcast

10/28/2021

Gina Drosos, Signet Jewelers CEO, appeared on the **October 27, 2021, episode of "The Jewelry District"** podcast, hosted by JCK editor-in-chief Victoria Gomelsky and news director Rob Bates.

The in-depth conversation covered a range of topics including:

- Gina's career path and how a lifetime of focusing on the customer informs her vision
- The culture of the jewelry industry and the connectedness experienced across all levels of the jewelry supply chain
- Why visiting Signet's store teams is one of the favorite parts of her role as CEO
- What a "typical" day looks like for the CEO of the world's largest retailer of diamond jewelry
- Gina's take on consumer sentiment going into the holiday shopping season
- How Signet's banners are differentiating themselves from one another and offering distinct value propositions for customers
- Jewelry shopping trends, especially the growing category of men's jewelry
- Signet's announcement of its intent to purchase Diamonds Direct, allowing the company to better compete in the bridal jewelry market
- Her perspective on lab-grown diamonds and how customer feedback informs Signet's consumer-inspired approach

Listen to the podcast on JCK.com.

Look for more insight from Gina by **following her on LinkedIn.**

Learn more about Signet's Inspiring Brilliance strategy, designed to establish Signet as the growth and innovation leader in the jewelry industry.