

NEWS RELEASE

Serena Williams Jewelry Enters Exclusive Partnership with Zales

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Zales and Serena Williams team up to inspire consumers with empowering fine jewelry

AKRON, Ohio, Aug. 16, 2021 /PRNewswire/ -- Zales is excited to announce their exclusive deal with Serena Williams Jewelry, the fine jewelry collection of Serena Williams, 23-time Grand-Slam winner and entrepreneur. The popular diamond store will become the sole retailer of Serena Williams Jewelry in the United States, which includes new designs as well as reimagined fan favorites to inspire today's modern consumer. The collection reflects Williams' goal to design pieces that represent her bold style while also inspiring self-love, strength, and resilience. The relationship is a perfect match, as both Serena Williams Jewelry and Zales have long-held commitments to responsibly sourced fine jewelry. This show stopping collection will be available in-store and on Zales.com beginning August 24th.

"We are extremely excited to work with Serena Williams. She's truly an inspiration and an icon," says Jamie Singleton, President of Kay, Zales and Peoples. "Each design embodies her striking yet playful style, and we are thrilled to bring Serena's signature aesthetic to our customers, giving them another avenue to express themselves and connect with the energy that Serena emits."

Williams is known for playing with her style both on and off the court. Integrating this concept into the collection, the designs focus on the theme of "It's Your Turn to Play" which promotes the concepts of passion, self-acceptance, and empowerment. This resulted in three marquee curations called Unstoppable, Believe Be Great, and Queen of Your Court.

"I'm so excited to expand the success of Serena Williams Jewelry in collaboration with Zales. I've had a long relationship with Zales as a customer and have always admired their style and appreciated their reputation for quality and customer service. Introducing my collection to the Zales customer just makes so much sense and really is a dream come true," says Williams.

Serena Williams Jewelry, exclusively available at Zales, includes over 60 sparkling designs of rings, necklaces, earrings and bracelets, set in 10K Gold and Sterling Silver accented with diamonds. The fine jewelry ranges from $129 to $9,999 depending on the metal and carat weight. The collection is set to launch on August 24, 2021. To view the collection when it launches, please visit **www.zales.com/Serena-Williams-Jewelry**.

ABOUT ZALES

Zales The Diamond Store® 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 2,800 stores. For additional information on Zales, visit **www.Zales.com** or follow us on Facebook (**http://www.facebook.com/Zales**), Twitter® (**www.twitter.com/ZalesJewelers**) , YouTube (**https://www.youtube.com/Zales**), Pinterest (**www.pinterest.com/ZalesJewelers**) and Instagram (**www.instagram.com/ZalesJewelers**).

ABOUT SERENA WILLIAMS JEWELRY

Serena Williams Jewelry, like Serena herself, celebrates the strength, confidence, and beauty of a woman's achievements and truest self. Each meticulously handcrafted piece features brilliant, natural diamonds mounted in precious metals, making it the perfect way for a woman to express herself – her moments, her accomplishments, her greatness, her inner Serena.
www.serenawilliamsjewelry.com

PRESS CONTACT
Lividini & Co.
signet@lividini.com