

Signet Jewelers CEO Appears on FOX Business with Bracelets and Diamonds on Display

2/24/2023

Right on time for Valentine's Day, our CEO, Gina Drosos, appeared on FOX Business show "The Claman Countdown". While the live interview naturally covered the jewelry industry's expectation of \$5 billion in holiday sales and all the ways Signet is meeting customer demand from online to in-store, the conversation soon turned to all that sparkled on Gina's wrist with a question about our CEO's bracelets. Spoiler: it's a question our customers are posing more and more.

Gina wore two dazzling tennis bracelets from Jared – one featuring natural diamonds and one with lab-created diamonds. Before we tell you which was which, let's tell you what a lab-created diamond is.

While natural and lab-created diamonds exhibit the same physical, optical, and chemical properties (ie, lab-created diamonds are real diamonds), Gina touched on one intangible distinction. The element of time. "There is a difference in the heritage of a natural diamond," she said. "Natural diamonds are formed in the tubes of pre-historic volcanoes over hundreds of millions of years. It's a very special and rare thing to have a natural diamond."

In contrast to the origins of a natural diamond, lab-created diamonds elegantly mix master craftsmanship and cutting-edge science. These stones start with a diamond seed and form in a laboratory over several weeks to months. As our **Jared banner describes it**, "they celebrate science and style".

With both bracelets shimmering side by side, Gina hit on an important point: purchasing a natural or lab-created diamond offers our customers "a great choice". Empowering customers with the widest selection of styles and price points is what Signet and our **eleven market-leading banners** are all about.

And by the way, the Jared bracelet on the left features lab-created diamonds. The bracelet on the right (closest to her wrist) features certified natural diamonds.

Watch Gina's full interview on FOX Business.

Here are a few resources to learn more about the similarities and differences of lab-created and natural diamonds:

- **Jared's lab-created diamond page**
- **The Jared Atelier collection** (one of the bracelets shown during interview)