

Neil Lane BRIDAL™

FOR IMMEDIATE RELEASE

CONTACT: Emily Hallford
For Kay Jewelers
(310) 309-6616 phone
emily.hallford@bm.com

CELEBRATED JEWELRY DESIGNER NEIL LANE PARTNERS WITH KAY JEWELERS TO LAUNCH BRIDAL COLLECTION

Neil Lane Bridal™ Inspired By Hollywood Glamour

(Akron, Ohio, July 19, 2010) – Celebrated jewelry designer Neil Lane and Kay Jewelers today announce the launch of Neil Lane Bridal™, a collection of 36 vintage-inspired engagement and wedding rings. Each ring is designed by Neil Lane and hand crafted, assembled, and finished by skilled artisans, with diamonds that were hand selected by Kay.

As an avid collector of period jewels with a keen eye for style and elegance, Neil Lane has earned the respect and devotion of his diverse clientele and the greater public. Neil's work can be admired on film, television and music icons at red carpet events and celebrity weddings on some of the world's most influential women.

"I was influenced by over 20 years of design for some of Hollywood's legendary stars to create a collection with Kay Jewelers that is authentic, glamorous, and romantic," said Neil Lane.

Neil's love of period jewels and his commitment to the value of old world craftsmanship are reflected in the Neil Lane Bridal Collection for Kay Jewelers. The intricate designs feature period influences with historical references to art and architecture. Each ring is a celebration of old and new, inspired by Hollywood glamour.

"We are thrilled to launch the new Neil Lane Bridal collection at Kay Jewelers," said Mark Light, President and CEO, Kay Jewelers. "Partnering with Neil Lane, we have created a one-of-a-kind bridal collection for our Kay customers that reflects Neil's immense talent for intricate design and passion for style and glamour."

The Neil Lane Bridal collection features 36 engagement and wedding rings, grouped in the following themes: Energy, Timeless, Essence, and Harmony. Prices range from \$2,300 - \$7,800. The collection is available at select U.S. Kay Jewelers stores & online at kay.com.

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About Neil Lane

Artist and designer Neil Lane's life journey has always been focused on a deep appreciation of all things beautiful. Creating hand-crafted, treasured jewelry for some of Hollywood's legendary stars, Neil has become one of the most celebrated jewelry designers in the world.

About Kay Jewelers

Kay Jewelers, the number one jewelry store in America, is conveniently located in malls and off-mall shopping centers across the country. Kay Jewelers' parent company, Akron, Ohio-based Sterling Jewelers Inc., operates 1,431 stores in all 50 states and employs more than 21,000 team members. Sterling Jewelers Inc. is the U.S. division of Signet Jewelers Ltd., making it part of the largest specialty jewelry retailer in the world. For a Kay Jewelers location nearest you, call 1-800-681-8796 or visit kay.com.

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NEIL LANE'S BIOGRAPHY

JUNE 2011

As a celebrated designer and important collector, Neil Lane's life journey has always been focused on a deep appreciation of all things beautiful. Creating hand-crafted, treasured jewelry for some of Hollywood's legendary stars, Neil has become one of the most celebrated jewelry designers in the world.

As a curious child growing up in Brooklyn, Neil had a keen interest in found objects, jewelry and art. He was always fascinated with color, nature and design. After college, he moved to Paris where he pursued his passion for jewelry, developed a keen eye for vintage pieces and began his renowned period jewelry collection. Neil later relocated to Los Angeles where he established his reputation as a jewelry collector and designer for Hollywood.

Neil began by creating pieces that appealed to a new generation of Hollywood talent. Renee Zellweger, Reese Witherspoon and Jennifer Hudson, adorned with Neil's jewels, accepted their first Golden Globes and Oscars. His elegant diamond engagement and wedding rings have graced the hands of beautiful brides from Jessica Simpson to Ellen DeGeneres. He has designed jewelry for iconic figures from Elizabeth Taylor to Barbra Streisand, and he's collaborated with some of the most glamorous stars in Hollywood such as Charlize Theron, Demi Moore and Angelina Jolie. His innovative fashion statements are found in the jeweled look for Madonna in the GAP "Upscale Jeans" advertising campaign and Revlon's 75th Diamond Anniversary celebration with Halle Berry.

Neil's journey has included some impressive milestones. He partnered with DeBeers LVMH, launching their Rodeo Drive store with his Hollywood Diamond Collection, and debuted his trend-setting rough cut diamond sautoirs to the American public for the first time. He reintroduced to the bridal market the stunning Asscher and old European diamond cuts. As an ambassador for the diamond industry, he met with government officials from Botswana and South Africa. As a champion of vintage jewels, he has influenced the style and design of contemporary jewelry making over the last 20 years. His newest endeavor, Neil Lane Bridal™, available at Kay Jewelers, makes his contemporary vintage-inspired jewelry accessible to consumers across the country.

Neil has received recognition for his craft in all of the top fashion and style magazines, including *Vogue*, *Harper's Bazaar*, *InStyle*, *Town & Country*, *People* and *US Weekly*. Most recently, Neil was awarded the top position on both the Bridal Design and Jewelry Designer Top 10 Lists by United Brands LLC, a U.S. based management firm specializing in creative management and concept marketing. He's appeared twice on *Oprah* and has made numerous appearances on entertainment shows such as *Access Hollywood*, *Entertainment Tonight* and *E! News*. Neil is the official engagement ring designer for ABC-TV's *The Bachelor* and *The Bachelorette*. Neil's talents and passions have culminated in a far-reaching influence that places him as one of America's premier jewelry designers.

Neil Lane BRIDAL™

ABOUT THE NEIL LANE BRIDAL™ COLLECTION AT KAY JEWELERS

JULY 2010

- Overview:** Celebrated jewelry designer Neil Lane and Kay Jewelers have partnered to create Neil Lane Bridal™, a collection of vintage-inspired engagement and wedding rings. Each ring in the collection is designed by Neil Lane and hand crafted, assembled, and finished by skilled artisans with diamonds that were hand selected by Kay.
- Inspiration:** The intricate designs feature period influences and draw upon Neil Lane's appreciation of art and architecture. Every ring is a celebration of old and new, inspired by Hollywood glamour.
- Neil Lane:** As an avid collector of period jewels with a keen eye for style and elegance, Neil Lane has earned the respect and devotion of his diverse clientele and the greater public. Neil's work can be admired on film, television and music icons at red carpet events and celebrity weddings on some of the world's most influential women.
- Selection:** The collection features 36 engagement and wedding rings, grouped in the following themes:
- Energy – 14 pieces
 - Timeless – 8 pieces
 - Essence – 8 pieces
 - Harmony – 6 pieces
- Availability:** Select U.S. Kay Jewelers stores and online at www.kay.com.
- Pricing:** \$2,300 - \$7,800
- For more Information:** Emily Hallford
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