

Zales Unveils Exclusive Enchanted Disney Fine Jewelry Designs Inspired By Disney's Live-Action *Aladdin*

*Announces new collection, marketing campaign & contest
in advance of upcoming release*



*Zales unveils exclusive new styles from the Enchanted Disney Fine Jewelry collection inspired by Disney's upcoming live-action adaptation of the 1992 classic, *Aladdin*. The collection includes 20 new fashion & bridal products, and is only available at Zales.*

DALLAS (April 17, 2019) – Zales The Diamond Store® unveils exclusive new Enchanted Disney Fine Jewelry designs inspired by Disney's upcoming live-action adaptation of the 1992 classic *Aladdin*. The inaugural film collaboration between Walt Disney Studios and Zales brings the magic and artistry of the Cave of Wonders to a real-life jewelry collection.

The new jewelry collection is an important addition to the existing Zales [Enchanted Disney Fine Jewelry collection](#), and features styles from the film's Cave of Wonders that are available exclusively at Zales. With elegant designs inspired by these classic stories, the collection evokes the distinctive feeling of Disney through intricate styles that reflect the diverse personalities and qualities of timeless Disney characters. By marrying the magic of Disney with the exquisite craftsmanship of Zales, these striking designs embody the style and trends that Zales customers expect.

Inspired by the beautiful colors of Jasmine's costume from the film, the exclusive designs feature swiss blue topaz stones, brilliant diamonds and unique arabesque details which capture the strong-willed, courageous and adventurous spirit of Princess Jasmine and the inherent charm of Aladdin. Available now in-store and online, the collection includes 20 new fashion and bridal products for customers seeking quality and value.

"The Zales woman is strong and self-aware like Jasmine. Expanding on our collaboration with the Walt Disney Studios is a great opportunity for us to take inspiration from the brilliant, unique women who celebrate and embody this spirit," said Jamie L. Singleton, President, Kay, Zales and Peoples Jewelers. "These unique exclusive pieces combine the rich iconography of the film with the emotional meaning an individual piece of jewelry carries. We know these new designs will make a lot of wishes come true."

Television Commercial

The collaboration also includes several marketing initiatives, including a TV commercial and behind-the-scenes featurettes highlighting Disney and Zales creativity and magic. Opening in the fictitious port city of Agrabah, a trading city on the Silk Road, the campaign will captivate audiences with new looks at some of the iconic and beloved scenes from the film, while discovering the detailed process behind creating this magical jewelry.

"Brilliance That Shines Through" Contest

Just like Disney's timeless princesses, the Zales woman is strong, inspiring and unique. To celebrate and empower the community of women that Zales draws inspiration from, the company is also inviting customers to nominate a special woman in their life whose "brilliance has shown through" in acts of kindness and strength. To submit, customers aged 18 and over can enter a 150-word essay sharing the story of how this woman has inspired them or their community. The winning essay will result in the nominated woman and a guest receiving an opportunity to attend the world premiere of *Aladdin*.

Since 1924, Zales has been a trusted destination for customers seeking the latest jewelry styles. To view the entire Enchanted Disney collection at Zales and take the Disney Princess quiz to find out which princess best embodies your spirit visit [Zales.com](https://www.zales.com) or visit your [local Zales store](#).

No purchase necessary. Void where prohibited. The Zales "Let Your Brilliance Shine Through" Contest is sponsored by Zale Delaware, Inc. Nominators must be legal residents of 50 U.S. states & D.C., 18 & older (or age of majority). Nominees must be female, 21 years of age or older and meet rest of eligibility requirements. Nominees must agree to be nominated. Begins

10:00am ET on 4/12/19 and ends 5:00pm ET on 4/21/19. For Official Rules, visit ZalesBrillianceContest.dja.com.

About Zales The Diamond Store®

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 over 3,300 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 Disney's *Aladdin*

A thrilling and vibrant live-action adaptation of Disney's animated classic, *Aladdin* is the exciting tale of the charming street rat Aladdin, the courageous and self-determined Princess Jasmine and the Genie who may be the key to their future. Directed by Guy Ritchie, who brings his singular flair for fast-paced, visceral action to the fictitious port city of Agrabah in Arabia. *Aladdin* is written by John August and Ritchie based on Disney's *Aladdin*. The film stars Will Smith as the Genie; Mena Massoud as Aladdin; Naomi Scott as Jasmine; Marwan Kenzari as Jafar; Navid Negahban as the Sultan; Nasim Pedrad as Dalia and Billy Magnussen as Prince Anders.

Aladdin is produced by Dan Lin, p.g.a., and Jonathan Eirich, p.g.a., with Marc Platt and Kevin De La Noy serving as executive producers. Eight-time Academy Award®-winning composer Alan Menken provides the score, which includes new recordings of the original songs written by Menken and Oscar®-winning lyricists Howard Ashman and Tim Rice and includes new music written by Menken and lyrics by Oscar and Tony Award®-winning songwriters Benj Pasek and Justin Paul. *Aladdin* opens in U.S. theaters May 24, 2019.

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