

Celebrated Jewelry Designer Neil Lane Partners with Kay Jewelers to Launch Bridal Collection Neil Lane Bridal(TM) Inspired by Hollywood Glamour

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AKRON, Ohio, Jul 19, 2010 (BUSINESS WIRE) -- Celebrated jewelry designer Neil Lane and Kay Jewelers today announce the launch of Neil Lane Bridal(TM), 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The intricate designs feature period influences with historical references to art and architecture.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 \$2,599 - \$7,799. The collection is available at select U.S. Kay Jewelers stores and online at kay.com.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6363519&lang=en> SOURCE: Kay Jewelers CONTACT: For Kay Jewelers Emily Hallford, 310-309-6616 emily.hallford@bm.com Copyright Business Wire 2010 -0- KEYWORD: United States

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Ohio INDUSTRY KEYWORD: Women

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