

ZAC POSEN AND FABRIKANT-TARA INTERNATIONAL SIGN FINE JEWELRY PARTNERSHIP

Mumbai, September 22, 2014 – Zac Posen, luxury apparel and accessories brand, and Fabrikant-Tara International, luxury diamond and gemstone wholesale company, today announce their partnership to create a new collection of handcrafted fine Jewelry.

The collection, scheduled to launch in Fall 2014, will be infused with the signature Zac Posen modern American glamour and detailed craftsmanship that the brand embodies. The collection will focus on fashion, bridal and bespoke luxury pieces.

Says Zac Posen, “As we continue to expand the Zac Posen offerings, it felt like the right time to step into the fine jewelry market. Establishing ourselves with an expert such as Fabrikant-Tara International for our debut into the category gives us truly the best partner to explore how we can together create beautifully crafted jewelry for the Zac Posen woman.”

Zac Posen is a globally recognized, leading designer of women's fashion. His company House of Z, established in 2001, currently produces a range of products through his Zac Posen, ZAC Zac Posen, Z Spoke, and Truly Zac Posen labels including women's ready-to-wear, bridal, social occasion, furs, handbags, accessories, eyewear and now jewelry. The brands deliver products that epitomize the timeless elegance that serve to advance and empower women worldwide.

“It gives us great pleasure to partner with Zac Posen, one of America's most distinguished designers. This licensing partnership will help Fabrikant-Tara International create further value for our customers through product that captures Zac Posen’s sophisticated sense of style and beauty. Through this strategic partnership we reinforce our focus on branded and co-branded jewelry,” said Tara Jewels Chairman & Managing Director, Rajeev Sheth.

Tara Jewels Limited, parent company to Fabrikant-Tara International, is an integrated player in the jewelry industry with experience ranging from designing to manufacturing and retailing of jewelry with a portfolio of products that includes studded gold, platinum and silver jewelry. Tara Jewels has been a pioneer in jewelry manufacturing with known patented technologies which have revolutionized jewelry manufacturing to maximize productivity.

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About Zac Posen

Zac Posen is a globally recognized, leading designer of women's fashion. His company House of Z, established in 2001, currently produces a range of products through his Zac Posen, ZAC Zac Posen, Z Spoke, and Truly Zac Posen labels including women's ready-to-wear, bridal, social occasion, furs, handbags, accessories and now eyewear. The collections are found in leading department and specialty stores worldwide including Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue, Harvey Nichols, and Seibu. In October 2013, Zac Posen entered the bridal market with the launch of Truly Zac Posen in partnership with David’s Bridal. Most recently, Zac Posen was announced as Creative Director for the Brooks Brothers signature women’s collection and accessories. The first collection will debut in Spring 2016 and will be available worldwide.

Find us at <http://www.facebook.com/officialzacposenand> @zac_posen on Instagram.

About Tara Jewels Ltd

Tara Jewels Limited is an integrated player in the jewelry industry with experience ranging from designing to manufacturing and retailing of jewelry with a portfolio of products that includes

studded gold, platinum and silver jewelry. The company has three manufacturing facilities spread across approximately 53,000 sq ft and is one of the largest studded jewelry exporters from India since 2001. Tara Jewels has been a pioneer in jewelry manufacturing with known patented technologies which have revolutionised jewelry manufacturing to maximize productivity.

Tara Jewels growth can be attributed its range of over 50,000 designs that cater to a diverse audience across over 20 countries in five continents. We provide to retailers across Australia, Canada, China, New Zealand, Russia, South Africa, the United States, the United Kingdom as well as the rest of Europe. Our quality products and technical expertise has led Tara Jewels to partnerships and co-branded initiatives with renowned brands and designers across the globe.

In mid-2006, Tara Jewels Holdings, Inc. established its first United States diamond and gemstone wholesale jewelry division by partnering with M. Fabrikant & Sons Inc., a respected name in the jewelry industry for more than 100 years, to form Fabrikant-Tara International. Retailers and brand owners trust Fabrikant-Tara to supply beautifully designed product at an optimal price point, which have been well-received by consumers.

After experiencing success in manufacturing and international retail Tara Jewels set up its India jewelry retail business in 2010 under the brand name Tara Jewellers. Tara Jewellers currently operates company owned stores across Metros, Tier I, Tier II and Tier III Indian cities.