

## **RENAISSANCE JEWELRY NEW YORK AND SEARS TEAM UP TO PRESENT THE TRUE HARMONY™ COLLECTION BY CAROL ALT**

*The New and Exclusive Fine Jewelry Line Marks World-Renowned Beauty, Entrepreneur and Former Supermodel's Debut as Designer*

Hoffman Estates, Ill. (Nov. 14, 2011) — Today, Renaissance Jewelry New York (dba Verigold Jewelry) and Sears announced their collaboration to bring the True Harmony Collection by Carol Alt to shoppers who desire aspirational fashion at affordable prices. Carol, known worldwide as a supermodel who twice graced the cover of the *Sports Illustrated* swimsuit edition, makes her debut in jewelry design with a new stunning diamond butterfly collection. The True Harmony Collection includes many personal touches from its creator, who chose the butterfly because it is symbolic of personal growth and change, and every piece holds a dazzling lab-created emerald to further signify health and harmony. Beginning Nov. 14, the collection will be available for purchase at Sears stores nationwide as well as online at [www.Sears.com/trueharmony](http://www.Sears.com/trueharmony).

"I am thrilled to be able to bring my vision of beauty to others who may be inspired by it," said Carol Alt. "I hope that women everywhere will wear this jewelry and feel the passion and love that is, to me, the real spirit of True Harmony."

"We are excited about launching this brand," said Suhel Kothari, President, Renaissance Jewelry New York. "A result of the collaboration of our creative team, Carol and Sears, this new venture adds yet another dimension to our already successful relationship with Sears."

"We are dedicated to providing our customers a varied range of exquisite jewelry at price points they can afford," said Megan Featherston, President, Sears Jewelry. "In working with Carol Alt and Renaissance Jewelry on the debut collection, we're able to further demonstrate our commitment to that goal."

In addition to including a sparkling emerald accent in each piece, True Harmony by Carol Alt will include jewelry in sterling silver, some of which will feature diamonds and precious stones. The premier collection draws its inspiration from the butterfly, which often symbolizes transformation and personal growth as well as change. Carol was inspired by the symbol as a young girl and chose the name for the overall collection in celebration of a life in balance and in harmony with change. Individual pieces will retail between \$40 and \$500.

For more information about the collection, please visit [www.trueharmonyjewelry.com](http://www.trueharmonyjewelry.com).

### **About Carol Alt**

During the course of her career, Carol has been the face of Lancôme and CoverGirl cosmetics, appeared in numerous issues of Sports Illustrated's widely circulated swimsuit edition and has starred in more than 50 movies, television series and miniseries nationally and abroad. Most recently, Carol has been devoted to Raw Living - she has authored books on raw food and started Raw Essentials line of cosmetics. Carol believes that all women have a right to look & feel beautiful. For more information, visit [www.carolalt.com](http://www.carolalt.com).

### **About Renaissance Jewelry New York (dba Verigold Jewelry)**

Renaissance Jewelry New York (dba Verigold Jewelry) is the US division of Renaissance Jewelry Ltd. (RJL) based in India. RJL is publicly traded on the Indian Stock Exchange. It has

been in the business of manufacturing and sale of studded gold, platinum and silver jewelry for over a decade. The company has established strong credentials in international markets by maintaining impeccable quality standards, offering innovative design and has a growing customer base to United States, Europe and the Far East. Most recently, Renaissance received the GJEPC Award for Studded Jewelry Exports for a third time. For more information, visit [www.renjewellery.com](http://www.renjewellery.com).

### **About Sears, Roebuck and Co.**

Sears, Roebuck and Co., a wholly owned subsidiary of Sears Holdings Corporation (NASDAQ: SHLD), is a leading broadline retailer providing merchandise and related services. Sears, Roebuck offers its wide range of home merchandise, apparel and automotive products and services through more than 2,700 Sears-branded and affiliated stores in the United States and Canada, which includes over 890 full-line and more than 1,350 specialty stores in the U.S. Sears, Roebuck also offers a variety of merchandise and services through [sears.com](http://sears.com), [landsend.com](http://landsend.com), and specialty catalogs. Sears, Roebuck offers consumers leading proprietary brands including Kenmore, Craftsman, DieHard and Lands' End—among the most trusted and preferred brands in the U.S. Sears, Roebuck is the 2011 ENERGY STAR® Retail Partner of the Year. The company is the nation's largest provider of home services, with more than 11 million service calls made annually. For more information, visit the Sears, Roebuck website at [www.sears.com](http://www.sears.com) or the Sears Holdings Corporation website at [www.searsholdings.com](http://www.searsholdings.com).