

ZAC POSEN



ZAC POSEN UNVEILS HIS DEBUT COLLECTIONS OF ENGAGEMENT RINGS AND FINE JEWELRY AT BLUE NILE

Celebrated designer's first foray into jewelry offers contemporary bridal and fashion styles

NEW YORK, November 13, 2014 – The highly anticipated engagement ring and fine jewelry collections from internationally celebrated fashion designer, Zac Posen, launched today at Blue Nile (NASDAQ: NILE), the original online jeweler.

The jewelry is available now at www.bluenile.com in two distinct and exclusive collections. Truly Zac Posen, a stunning array of engagement rings and bridal bands, and ZAC Zac Posen, an assortment of refined earrings, bracelets, and pendants inspired by the designer's contemporary fashion brand. The collections are emboldened by the designer's meticulous craftsmanship, innovative designs, and materials of the highest quality, including Blue Nile diamonds, which are among the finest in the world.

"Jewelry is an obsession of mine that started when I first began designing clothing," said Zac Posen. "I wanted to create jewelry that adds luxury and character to an everyday look, as well as pieces that capture the true essence of the engagement ring and what it means to the wearer."

"We are extremely excited to welcome Zac Posen to Blue Nile. He is an undisputed leader in style with his glamorous, but modern designs and strong, feminine aesthetic," said Blue Nile President, CEO, and Chairman Harvey Kanter. "Combined with Blue Nile's reputation for superior quality and value, consumers can look nothing short of extraordinary whether it's on their wedding day or in the boardroom."

Within each exclusive collection for Blue Nile are three unique styles, Glamour, Deco, and Metropolitan:

Truly Zac Posen

Glamour | Classic. Hollywood.

Classic styling with a hint of Hollywood glamour are the signature details of these engagement and wedding rings. All are set in platinum with 18k yellow gold. Prices range from \$980-\$3,200.

Deco | Architectural. Geometric.

Stunning engagement and wedding rings with clean lines and a nod to art deco design. Available in platinum with 18k yellow gold. Prices range from \$1,010-\$2,750.

Metropolitan | Upscale. Modern.

Contemporary details coupled with elegant lines reflect a modern and refined aesthetic in these engagement and wedding rings. Set in 18k yellow gold with platinum. Prices range from \$1,400-\$4,560.

ZAC Zac Posen

Glamour | Classic. Hollywood.

Colorful gemstones in shades of reds, pinks and purples, set in 14k yellow and white gold reflect the aesthetic and romance of classic Hollywood. Prices range from \$760-\$1,195.

Deco | Architectural. Geometric.

Inspired by art deco design, this collection of stunning diamonds is set in 18k white gold and balance geometry with refined elegance. Prices range from \$1,500-\$18,500.

Metropolitan | Upscale. Modern.

Contemporary looks crafted in 14k white gold with crisp gemstones reflect the pure aesthetic of modern design. Prices range from \$680-\$8,000.

For more information or hi-res photos, please contact:

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For soundbites and b-roll, please visit www.vistaworldlink.com/BlueNile

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, eyewear and fine jewelry. 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/officialzacposen> and @zac_posen on Instagram.

About Blue Nile, Inc.

Blue Nile, Inc. is the original online jeweler. The company offers a smarter way to buy engagement rings, wedding rings, and fine jewelry by providing in-depth educational materials and unique online tools that place consumers in control of the jewelry shopping process. Blue Nile has some of the highest quality standards in the industry and offers thousands of independently certified diamonds and fine jewelry at prices significantly below traditional retail. Blue Nile can be found online at www.bluenile.com. Blue Nile's shares are traded on the Nasdaq Stock Market LLC under the symbol NILE.