

# Tennis Legend Serena Williams Launches Jewelry Collaboration with K.P. Sanghvi

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(IDEX Online) - Tennis icon Serena Williams has unveiled her first fine jewelry collection. Created in a collaboration with diamond manufacturer K.P. Sanghvi, Serena Williams Jewelry launched exclusively with Fred Meyer Jewelers online and at select stores and on Macys.com.

The collection features over 70 core pieces that include items adorned with words that describe Williams, such as "queen" and "winner."

The line includes personalized ID necklaces and bracelets, pavÃ© diamond

signet rings and "lo-ve" and "se-xy" lettered diamond earrings.

"Women see Serena as more than just a tennis player—they see her as a female icon who represents empowerment and believing in oneself," said Laura Rubin, K.P. Sanghvi vice president. "Women of all ages love and admire her and we are excited to share this inspiring collection with them."

"This collection is a beautiful celebration of the strong women in my life and around the world," said Williams. "I hope my jewelry designs inspire people to love themselves, believe in themselves, and of course, treat themselves."

The collection has price points starting at \$250 and going up to \$10,000 for a Cuban link diamond necklace.