

James Allen Diamonds, Inc. Launches JamesAllen.Com – Innovative Internet Retail Experience

Shopping Amidst one of the Largest Collections of Diamonds and Diamond Jewelry in the World Has Just Become Simpler; Shop WWW.JAMESALLEN.COM Today

NEW YORK, NY – July 27 (SEND2PRESS NEWSWIRE) – James Allen Diamonds, Inc. announced today, the official launch of its web only diamond and diamond jewelry retail store. JamesAllen.com offers consumers a unique internet shopping experience in a secure environment. Customers looking for beautiful, quality pieces are now clicks away from the loose diamonds, classic jewelry and young fun pieces that make JamesAllen.com the diverse ecommerce retail outlet offering jewelry that has been missing from the market place.

The universal appeal of a convenient, secure, unique shopping experience has already registered with many long time James Allen customers. Founded by industry veterans James Allen Schultz and his wife Michele Sigler, the reason for creating James Allen Diamonds, Inc. was simple: Offer customers the world's most creative designs in fine jewelry, coupled with the highest quality diamonds at an extraordinary value and make it all available online.

“The Internet has changed the world. Never again will people shop for cars, hotels, airline tickets or even houses without first using the tremendous power of the Internet to educate themselves about their most important purchases,” says Schultz. “We recognize the change in the retail paradigm and promise to offer the most beautiful and highest quality jewelry at the most competitive prices for consumers anywhere. Our intention is to provide the largest, most up to date and value minded diamond website in the world.”

The initial launch of the James Allen Collection and JamesAllen.com features a wide selection, everything from diamond engagement rings to tear dropped diamond earrings, diamond solitaire pendants to chain linked diamond bracelets, with prices that start at \$199.00. The online retail store will also offer creative consumers an opportunity to “Design Your Own” jewelry directly on its website. With free overnight shipping and a “satisfaction guaranteed or your money back,” return policy, it's clear why JamesAllen.com is well on it's way to becoming the premiere Internet retailer for all diamond needs.

For more information on JamesAllen.com (www.JamesAllen.com).

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