

JamesAllen.com Announces the Sale of a \$412,000 Diamond Ring

Marks the Largest Sale in the History of the Online Diamond Company

NEW YORK, N.Y. – July 10 (SEND2PRESS NEWSWIRE) – Leading online diamond and jewelry retailer, JamesAllen.com has announced the sale of a \$412,000 diamond ring, making it the largest sale in the Company's nine-year history. This is a very significant sale as it represents one of the most expensive diamond rings (jamesallen.com/engagement-rings/) ever to be sold via the internet. The ring featured an approximate 10.50 carat square emerald cut diamond that was flanked on each side by a single Emerald-cut diamond, mounted in a handmade platinum ring.



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The client made the purchase after liaising numerous times with JamesAllen.com sales manager, Josh Cales. "It was a rare diamond exquisitely cut," said one of JamesAllen.com graduate gemologists, "and the attention to detail didn't stop with the stone. The ring was crafted with the same care and precision as the diamond."

An online purchase of this extraordinary value is indicative of the brand recognition and confidence that customers associate with the JamesAllen name. Year to date, the company has experienced more than 55% growth in overall

sales volume. This growth is being attributed to increased consumer awareness, expanded product offerings, superb customer service and advancements in the company's website that continue to separate James Allen from the competition.

When shopping with JamesAllen.com, the highest quality diamonds and jewelry are combined with a knowledgeable customer service team and several online tools that offer clients an excellent sense of what they are purchasing. JamesAllen.com has an inventory of over 10,000 diamonds that are exclusively photographed, allowing prospective buyers the ability to properly view diamonds at a magnification of up to forty times the actual size – revealing clarity and cut characteristics, a feature not available with any other online diamond retailer.

After selecting a diamond, clients have the benefit of choosing from hundreds of engagement ring designs. JamesAllen.com designs are displayed with stunning 3D demonstrations of what the ring will look like on a lady's hand. The website also showcases a vast collection of earrings, necklaces, bracelets, and other fine gifts.

To learn more about the company and its products, please visit www.jamesallen.com or call 1-877-826-9866.

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