

James Allen Jewelry Offers New Collection of Hearts and Arrows Diamonds at Near Wholesale Diamond Prices

NEW YORK, N.Y., Jan. 22 (SEND2PRESS NEWSWIRE) – Online jewelry retailer JamesAllen.com announced today that it has added a new collection of perfect Hearts & Arrows diamonds to its online jewelry selection. Thanks to a recent partnership with one of the largest ideal cut diamond manufacturers in the world, JamesAllen.com is able to sell these exclusive, ideal cut diamonds at near wholesale diamond prices.



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The James Allen Hearts & Arrows Diamond collection features diamonds cut so precisely that they display a unique hearts and arrows pattern through both the table and the pavilion when viewed through a special magnifying device. Very few of the world's diamonds are cut with the precision necessary to achieve the JamesAllen.com Hearts & Arrows distinction.

This new collection of diamonds comes exclusively to JamesAllen.com just in time for Valentine's Day. The days leading up to February 14th are

traditionally busy for jewelry retailers, but given this year's economic downturn, brick-and-mortar jewelry shops are anticipating slow sales.

By contrast, online jewelry retailers are predicting strong sales, as consumers often turn to the internet to find savings. Internet-based retailers like JamesAllen.com have low overhead, which enables them to offer high quality jewelry at more affordable prices than local jewelry stores.

"Shopping for diamonds using the internet is certainly not traditional," says Jim Schultz, founder of JamesAllen.com, "but it's a great way to save money. James Allen offers a 30-day money back guarantee, diamond photographs, and 3D movies of each engagement ring. Our customers are 100-percent confident in their purchases."

Schultz urged consumers to be aware that in these troubling economic times, many brick-and-mortar jewelry stores are forced to close. "Diamonds are a long-term investment," says Schultz. "Customers need to purchase from a retailer that will be there in the future for jewelry repairs, polishing, and upgrades. At James Allen, we guarantee a lifetime of cleaning and upkeep."

Despite the economic crisis, hope is on the rise as Americans look to a new era with President Barack Obama. All eyes were on Obama yesterday as he took the official Presidential oath of office and delivered a moving inauguration speech.

Following the inauguration, Barack and Michelle Obama attended a series of glamorous inauguration balls. At the Neighborhood Ball, the Obamas shared their first dance as President and First Lady as Beyonce sang the Etta James song "At Last." The First Lady, who looked stunning in an ivory silk chiffon gown, has already become a fashion icon. Throughout the evening, she showed off an impressive display of diamond jewelry: a diamond ring, diamond bangles and dangling diamond earrings.

No word yet on whether the First Couple have purchased diamonds online, but Michelle Obama has publicly stated that she's a huge fan of online shopping. During an appearance on the Tonight Show, she told host Jay Leno that she'd bought her sweater from JCrew.com. Given the Obamas' busy schedule, it is likely that they, too, will look to the internet for jewelry purchases.

"It's definitely becoming a trend," says Schultz. "Even celebrities have been buying diamonds online."

JamesAllen.com is the only online retailer to feature ideal cut Hearts and Arrows diamonds at such affordable prices. The entire collection can be viewed through a virtual loupe, allowing customers to examine the diamond of their choice. In honor of its new Hearts and Arrows diamond collection, JamesAllen.com will be offering an additional 10-percent off these exclusive, [ideal cut diamonds](#) through February 14, 2009.

For details, please see: www.jamesallen.com.

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News issued by: James Allen



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Original Story ID: (4638) :: 2009-01-0122-001

Original Keywords: ideal cut diamonds, James Allen jewelry, hearts and arrows diamond, a cut above, Jim Schultz, online jewelry retailers, fashion, design, style, shop, jeweler, custom engagement ring, store, stores, JamesAllen James Allen