

JimmyJazz.com Awarded 'Best In Class' eCommerce Site by Interactive Media Awards

NEW YORK, N.Y., Sept. 9 (SEND2PRESS NEWSWIRE) – The leading urban fashion retailer in the eastern United States, Jimmy Jazz, is now the proud recipient of an Interactive Media Award (IMA). The privately held company was awarded the “Best In Class” prize for its new eCommerce / Lifestyle Web site, JimmyJazz.com.

“We are delighted by this distinction among our peers,” commented David Wachter, Vice President of eCommerce for Jimmy Jazz. “When we approached building a ‘world class’ specialty apparel site and lifestyle section, we went right to the customer to find out how they wanted to shop. This award confirms we listened to the consumer’s wish list.”

The award-winning site was critiqued in 5 specific Web areas: design, content, feature functionality, usability, and standards compliance and cross-browser compatibility. In total, JimmyJazz.com scored an astonishing 483 points out of 500, making it the judges’ favorite site among others.

Aside from its recognized Web efforts; Jimmy Jazz continues to be a leader in urban fashion by expanding its stores in the east coast. The retailer opened over 10 more doors this year, which include shops in North Carolina, South Carolina, Ohio, Virginia, Georgia, Florida, and Michigan.

For more information on JimmyJazz.com and/or employment opportunities, please visit www.JimmyJazz.com.

About Jimmy Jazz

Based in Brooklyn, New York, Jimmy Jazz 85+ stores are well known throughout the eastern United States for over 20 years. They offer uniquely inspired original urban fashion, accessories and shoes with high energy and style.

Stores feature premier lifestyle brands including Ed Hardy, Rocawear, Timberland, Akademiks, Baby Phat, Coogi, Adidas Originals, Creative Recreation and Nike, to name a few. They receive merchandise daily from vendors who are creating the hottest styles and colors, providing an ever-changing showcase of the newest fashion available for men, women, and kids.

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