

Jewelry Central Launches Enhanced Web Site

NEW YORK, N.Y., Sept. 23 (SEND2PRESS NEWSWIRE) – Jewelry Central, the New York based jewelry retailer, unveiled a redesigned Web site today. The new look focuses on providing customers with an easy and enjoyable shopping experience, with an emphasis on [engagement rings](#), wedding rings and loose diamonds. The improved Web site features state of the art technology and a streamlined navigational layout that simplifies browsing. The product pictures are also larger to give customers more detailed views.

The company's location in New York's Diamond District, has given it the unique opportunity to forge exclusive partnerships with the largest and most respected manufacturers in the industry. It is these partnerships that allow the company to provide their clients with exceptional values that they can't find anywhere else. Since 1999, Jewelry Central has grown into an internationally recognized brand, with customers worldwide.

The company offers consumers the option of designing their own custom diamond jewelry by choosing from hundreds of settings and thousands of certified diamonds. Shoppers can create their own engagement rings, three stone rings, solitaire pendants and diamond earrings by following three easy steps. As you view different settings, you can click on the available diamond shapes to see what the finished piece will look like. You can switch back and forth between the [diamonds](#) and various settings until you find the perfect combination to suit your taste. In essence, you are visually designing your own creation on the screen before placing the order.

With the unique diamond search tool, you can select from different diamond shapes by specifying various criteria, giving you endless possibilities to find the perfect diamond.

The "Wish List" and "Diamond Comparison" features make it even easier to find the perfect diamond or design the ring of your dreams. You can compare diamonds side by side by adding them to your "Diamond Comparison," and store all of your designs in the "Wish List." All "Design Your Own" jewelry comes with free overnight shipping and a money back guarantee.

The company also offers a wide range of high quality pre-set diamond and gemstone engagement rings, necklaces, solitaire pendants, stud earrings and tennis bracelets. Long time customers are very happy with the company's robust selection of classic and modern styles. A strict quality control process ensures that every customer receives only the best quality item, by inspecting every piece of jewelry before it ships.

Customers regularly submit unsolicited testimonials praising the quality of their purchase and their overall shopping experience. Jewelrycentral.com is a one of a kind internet shopping destination, which gives clients a rich, diverse selection of top notch merchandise with exceptional customer service.

Please visit www.jewelrycentral.com for more details.

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