

James Allen Unveils Ground-Breaking New Site

NEW YORK, N.Y., Aug. 4 (SEND2PRESS NEWSWIRE) – After more than a year of research and development, JamesAllen.com recently launched a revolutionary new site that makes shopping for diamond engagement rings online more practical and easier than it's ever been. From rich aesthetic enhancements to huge user interface improvements, the changes are sweeping, and will define a new era of online retail.

Purchasing diamond jewelry online is a big commitment and James Allen understands the inherent apprehension of doing so: when it comes to fine jewelry, how can a person be confident buying online if they can't tangibly grasp the product they desire? This problem required an elegant answer, so the very best 3D innovators and developers were asked to come up with a solution. What they came up with was more than a solution, it was an e-commerce revelation.

James Allen's 3HD Player™ sits at the cutting edge of 3D technology and lets you experience engagement rings, diamond pendants and diamond studs on the site in a remarkably clear, definitive way. Along with real diamond photos, certification from the leading gemological institutes, and a new and improved Virtual Loupe™ that lets you see each diamond magnified the way a jeweler does, purchasing high-quality jewelry online will no longer be an alternative – it will be the standard.

James Allen has taken thorough care to enhance the user's overall online experience. Remarkable aesthetic improvements and intuitive user interface changes make navigating the new James Allen site simply a pleasure. Enhanced search features, clearer displays, smarter navigation and more helpful resources are just the beginning.

James Allen has expanded its inventory to include hundreds of new styles to browse. From glamorous wedding rings to one-of-a-kind engagement rings to quality certified diamonds, you'll be amazed by the rich variety, elegant design and pristine beauty of their dazzling new jewelry.

With thousands of photographed GIA and AGS certified diamonds to choose from, James Allen has placed complete control into the hands of the consumer. Their new Facebook application is an entertaining and interactive way to engage your friends and get useful opinions. The application is practical, fun and a great way to find the perfect engagement ring.

"This year we're really going for the gold. Our new technology is the best there is, and our interface is the most exciting. JamesAllen.com is the premier online diamond retailer because we offer what no one else does." says James Schultz, Founder and President of JamesAllen.com. "Loose diamonds, wedding rings, high quality engagement rings, design your own – whatever you're looking for, James Allen offers the best for less. We're offering free

engraving with every purchase to celebrate another great year of exceptional service and commitment.”

For details, please see www.JamesAllen.com.

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