

James Allen Featured in Internet Retailer's Hot 100 for 2010

NEW YORK, N.Y., Dec. 8 (SEND2PRESS NEWSWIRE) – JamesAllen.com was recently selected by Internet Retailer to be among their Hot 100 e-retailers of 2010. James Allen finds itself in good company, as other distinguished sites that were chosen include Amazon.com, Groupon.com and AmericanApparel.com.

Internet Retailer annually publishes a list of the Hot 100 e-retailers that redefine e-commerce. According to Internet Retailer, the companies chosen “applied a mix of technology, design, merchandising and overall business smarts to engage existing and prospective customers through the Internet.” James Allen was the only jewelry retailer chosen to be on Internet Retailer’s renowned list.

In August, James Allen launched a revamped site that sets the new standard for buying diamonds and engagement rings online. Through the development of never-before-seen 3D technology, and by providing customers with real diamond photos, James Allen has found a way to recreate the magic of the in-store shopping experience. Internet Retailer says: “the kind of computer-generated imagery that made the film Avatar a blockbuster success sets apart the diamond and jewelry retail site JamesAllen.com.”

James Allen has reached an extended audience through new creative concepts, smart marketing campaigns and a persistent dedication to satisfying customers. James Allen also expanded its inventory to include hundreds of new styles, from elegant wedding rings to one-of-a-kind engagement rings to quality certified diamonds.

“The response to the new site and unique technology has been very positive, and we’re thrilled Internet Retailer has chosen us. Loose diamonds, wedding rings, high quality [engagement rings](#), design your own – James Allen presents the best for less. This holiday season we’re offering free engraving with every purchase to celebrate another great year of exceptional service and commitment,” says Victoria Feder, Marketing Director at James Allen.

With the New Year peeking around the corner, what does James Allen have in store? “I hate to spoil the holiday surprise, but we have an amazing mobile app set to launch soon, and you’re going to love it. Stay tuned – the best is yet to come,” says Feder.

For details, please see <http://www.JamesAllen.com> .

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