

James Allen to Collaborate with Sears in Redefining Omni-Channel Bridal Jewelry

NEW YORK, N.Y., Nov. 10, 2014 (SEND2PRESS NEWSWIRE) – James Allen, a leading engagement ring and certified loose diamond retailer, announced today that it is working with Sears to provide an exclusive and innovative in-store shopping experience at 16 Sears locations throughout New York, Maryland and Puerto Rico.

The James Allen boutiques are located at the heart of Sears' jewelry department and are staffed by a select team of engagement ring specialists. Elegantly designed as a high-end jewelry boutique, every James Allen store-in-store offers 120 styles and thousands to choose from online. The state-of-the-art experience offers couples the opportunity to try on engagement rings and then select their dream diamond to be set on their ring of choice.

James Allen offers high quality GIA, AGS, and IGI certified loose diamonds and beautiful gemstones, all at an extraordinary value, allowing customers to save thousands of dollars compared to traditional brick and mortar jewelry stores. James Allen's proprietary 360-degree diamond Display Technology allows customers to see the beauty and unique characteristics of each diamond – Shape, Cut, Color, and Clarity. Shoppers can browse thousands of certified loose diamonds in stunning 360-degree high-definition video displayed on a customized tablet interface. This proprietary viewing experience, made possible through unique photography of every diamond from every angle, takes the guess work out of diamond shopping.

"We couldn't be more excited to be working with Sears. What James Allen brings to the table is a continuation of the Sears' tradition-giving people an inviting and affordable place to shop for high quality engagement rings," says Oded Edelman, James Allen's CEO.

The James Allen store concept expands the boundaries of omni-channel retailing through its unique bricks and clicks model. Sears' shoppers have the additional convenience of seeing an engagement ring in-store, saving their selection to a Wish List, and then continuing their purchase at home. Once the final decision and purchase have been made, the ring is hand set in New York City before being shipped via insured Priority FedEx.

"The ability to work with James Allen to combine quality, customized design with a seamless shopping experience underscores Sears' commitment to integrated retail," said Vijay Talwar, president and SVP of Gifts and Special Occasions. "In this case, we're moving beyond a digital relationship to a true collaboration with an online brand, maximizing their reach through multi-platform capabilities that allow us to surpass shopper expectations. We're especially looking forward to delivering the experience to Sears' customers and Shop Your Way members during the holiday gifting and engagement

season.”

About James Allen:

JamesAllen.com is a leading online retailer of diamonds and engagement rings. The idea behind James Allen is simple: Offer beautiful engagement settings coupled with high quality laboratory graded diamonds, all at an extraordinary value. Each diamond on JamesAllen.com is displayed using unique 360-degree Diamond Display Technology which allows customers to see and interact with diamonds from the comfort of their home. To learn more about James Allen visit <http://www.jamesallen.com/>.

About Sears, Roebuck and Co.:

Sears, Roebuck and Co., a wholly owned subsidiary of Sears Holdings Corporation (NASDAQ: SHLD), is a leading integrated retailer providing merchandise and related services and is part of Shop Your Way, a social shopping experience where members have the ability to earn points and receive benefits across a wide variety of physical and digital formats through shopyourway.com. Sears, Roebuck offers its wide range of home merchandise, apparel and automotive products and services through Sears-branded and affiliated full-line and specialty retail stores in the United States and Canada.

Sears, Roebuck also offers a variety of merchandise and services through sears.com, landsend.com and specialty catalogs. Sears, Roebuck offers consumers leading proprietary brands including Kenmore, Craftsman, and DieHard – among the most trusted and preferred brands in the U.S. The company is the nation’s largest provider of home services, with more than 14 million service and installation calls made annually. For more information, visit the Sears, Roebuck website at <http://www.sears.com/> or the Sears Holdings Corporation website at <http://www.searsholdings.com/>.

*PHOTO for media: Send2Press.com/wire/images/14-1110-jamesallen-sears-300dpi.jpg .

*PHOTO Caption: James Allen Boutique at Sears.

Twitter: @jamesallenrings

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