

Whiteflash Launches New Mobile First Diamond and Jewelry Website

HOUSTON, Texas, Oct. 27, 2016 (SEND2PRESS NEWSWIRE) – [Whiteflash Inc.](#), prominent e-tailer of ideal diamonds and designer engagement rings, announced today that they have just launched a state-of-the-art mobile first website with all new functionality and look and feel. It is the most ambitious advancement in the company's 16 year history of cutting edge e-commerce.



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Concurrent with development of the coding to make the site mobile first, Whiteflash has refreshed and updated the highly acclaimed educational content on the website. Navigation has been streamlined in order to provide easy access to the most relevant content on the site, and the shopping cart has been simplified making checkout more convenient on all devices.

According to Whiteflash COO Eliezer Eber, who was chief architect of the project, "The year-long development of the mobile first site has been an opportunity to improve all aspects of our e-commerce platform. We have transitioned our website look and feel to match our store colors for a more consistent omni-channel presence. But the real improvement is providing a much richer online experience for our customers who use multiple devices over time as they research our site."

The project is the latest breakthrough for [Whiteflash.com](#) which launched in 2000 and now serves bridal shoppers all over the world on the strength of

their [A CUT ABOVE® Hearts and Arrows diamonds](#). It involved the integration of multiple disciplines including coding, graphic design, content creation, and business logic to remodel the navigation.

Mr. Eber added, “Improving the online experience by modernizing our site was the single biggest improvement we could make to continue to add real value to the market. We are excited to see that improvement reflected in the reactions of our customers.”

The launch of the enhanced website was hailed by CEO Debi Wexler who said about the project, “This achievement is a testament of the dedication of our entire team to the customer experience. Our prime demographic is the millennial shopper who will be now be able to shop for diamonds and designer engagement rings in exactly the way that is most effective for them.”

Whiteflash Vice-president Bryan Boyne, GG who manages education and communications for the company had this to say: “The website, which is our window to the world, has just taken an exciting leap into the future. Our educational content and key product and company information is now presented in inspiring ways that will make shopping for a top quality engagement ring easier and more enjoyable than ever before.”

About Whiteflash:

Whiteflash is a top tier retail jeweler specializing in Ideal Diamonds, Designer Engagement Rings and Fine Bridal Jewelry. Their [A CUT ABOVE® Super Ideal Diamonds](#) are considered by trade experts and diamond connoisseurs to be among the finest in the world.

The award winning Whiteflash.com website, described by Kiplinger’s Magazine as the “Lord of the Online Rings” enables shoppers the world over to view, compare and purchase top quality diamonds, engagement rings and fine jewelry in a convenient, secure and information rich environment.

Whiteflash is the first jewelry retailer in the world to [attain ISO 9001 certification](#) for total quality management and welcome visitors to their [Houston jewelry store located in Sugar Land Town Square](#).

Whiteflash is a member of the American Gem Society and recipient of the [2016 BBB Winner of Distinction](#).

For more information, log onto <http://www.whiteflash.com/> or call toll free 877-612-6770.

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