



JEWELERS OF AMERICA

PRESS RELEASE
FOR IMMEDIATE RELEASE
August 18, 2009

CONTACT: Lauren Thompson
lthompson@jewelers.org
(646) 658-5817

Jewelers of America Announces Partnership with Ideal Diamond Solutions

Members will receive exclusive discounts on web services

New York, NY – Jewelers of America (JA), the national trade association for businesses serving the fine jewelry retail marketplace, has announced a partnership with web developer Ideal Diamond Solutions (IDS) to offer its members exclusive discounts on website services.

Jewelers of America enters the partnership recognizing that many retail members do not have an effective online presence, due to a lack of simplified web development options. Providing access to a simple, yet highly professional, web solution will allow a retail jeweler to implement e-commerce functionality and online marketing in order to meet the needs of the modern consumer.

“IDS makes web development easy for any jeweler – even those intimidated by technology,” explains David Peters, Jewelers of America Director of Member Services. “By offering these profitable e-commerce solutions to our members, we can help independent jewelers increase sales while leveling the playing field within the online channel.”

The IDS platform offers an opportunity for the independent jeweler to compete with larger competitors in the online arena. Retailers are afforded the opportunity to feature tens of thousands of virtual products including a robust diamond database of approximately 150,000 stones as well as “build your own ring” technology.

IDS’s dynamic web-based e-commerce platform is designed to deliver increased profitability by offering retailers an online channel to complement their brick-and-mortar business. Members can choose from a range of affordable options – whether it’s adding a diamond search engine to their existing website, creating a new website from an attractive template or designing a completely custom site. Exclusive to Jewelers of America members, websites can feature content from JA and its consumer marketing arm, Jewelry Information Center. The “Product Education Center” and “Bridal & Gift Guides” help promote the member website as an expert, trustworthy source for online jewelry purchases.

“We are excited to enter into this partnership with Jewelers of America,” stated Larry Chasin, Founder & CEO of IDS. “The technology and expertise IDS offers, partnered with the nationwide reach of JA can bring about a sea of change in the jewelry industry.”

About Jewelers of America:

Jewelers of America is the national trade association for businesses serving the fine jewelry retail marketplace. Jewelers of America's primary purpose is to improve consumer confidence in the jewelry industry by: serving as a forum for discussion and analysis of issues; playing a leadership role in public, government and industry affairs; advocating professionalism, including high ethical, social and environmental standards; and facilitating members' access to education. Visit www.jewelers.org.

About Ideal Diamond Solutions:

Ideal Diamond Solutions (IDS) is the premier website development source for independent retail jewelers. IDS provides state-of-the-art, cost-effective, e-commerce focused websites - designed to drive traffic to retailers’ websites, customers to their store and profitability to their bottom line. Visit www.idealdiamondsolutions.com.

#####



52 Vanderbilt Avenue • 19th Floor • New York, NY 10017
Tel: 646-658-0246 • Toll Free: 800-223-0673 • Fax: 646-658-0256
www.jewelers.org • members@jewelers.org

