

World Jewels Shifts its Fine Jewelry and Watch Business Online

Written by Allen Rashtian

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Allen Rashtian states: "Recession, what recession?" Mr. Rashtian has shifted his fine jewelry and watch business almost completely online, rather than focusing on the traditional retail way of selling. The site that has won the trust and the pocketbooks of the affluent households nationwide is www.worldjewels.com.

According to the 2009 Mendelsohn Affluent Survey, 20 percent of American households are categorized as affluent. Each year 15.1 million affluent adults spent \$21 billion on fine watches and jewelry, with almost \$16 billion spent on fine jewelry alone. The results of the 2009 Affluent Survey are based on 13,275 completed questionnaires from male and female heads of house with household incomes of \$100,000 or more.

Mr. Rashtian has an interesting take on this new information. He expressed that due to the new trend of buying online, the new jewelry consumer has many options in where to buy and how much to spend on their fine jewelry and watches. Mr. Rashtian states "I have learned to respect the clients need to be delighted and amazed from the comfort of their living room or office. We have learned how to make our site www.worldjewels.com an experience first a website second. We have spend an astronomical amount of money on images, videos, R&D and customer assurance programs resulting in greater sales with fewer returns than other jewelry sites."

When visiting his website I was happy to find that I was truly drawn into the buying experience. I found great images, descriptions, videos, and many things that really made me feel confident in my online buying decision. Part of what caught my attention were the unexpected things like the free lifetime ring polishing and ring sizing, No payments for 90 days, free shipping, 30 day no questions return policy and especially the section on proposal tips.

This online business owner has truly focused his business on the needs of the clients by adding more than great products; they have added the personal touch of great service as well - something many business owners have turned a blind eye to lately. The internet seems to have turned the selling experience for many businesses into a price war. What they are missing is the fact that customer service, easy return policy, as well as great images will win the heart and pocket book of the affluent buyer online. You can place your order online, by calling 888-967-5353, or request information by emailing them at Info@WorldJewels.com.

About: World Jewels is a premier online Jewelry Store specializing in matching top quality merchandise with some of the best customer service anywhere. With over 7,000 diamonds listed online and their incredible [30](#)

[day money-back guarantee](#), your special purchase is bound to be perfect. With fully 30% of their business coming from repeat customers, they know they are doing something right.

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