

JEWELSTREET.COM: EBAY FOR JEWELLERY LAUNCHES

JewelStreet.com: The online jewellery marketplace of professional jewellery launches. London, November 15, 2012: Buying jewellery direct from designers has typically meant traipsing around craft fairs or visiting lots of galleries. A new website, JewelStreet.com, aims to change that.

JewelStreet.com is a new online jewellery marketplace where consumers can buy direct from professional designers. **Professional Jewellery Magazine** has called it ‘the eBay of Professional Jewellers’ in this month’s lead story on pages 5-7.

The site enables professional jewellery designers to set up a shop on JewelStreet and sell direct to the public. Launching with over 50 designers shop’s and with over 70 currently being accredited, the site is already bursting with wonderful, unique pieces of jewellery that would not be available anywhere else in the World in a single location. Prices range from a pair of earrings at £25 up to fine jewellery over £16,000.

Apollonius Nooten-Boom II, **the Chairman of The Institute of Professional Goldsmiths** stated: "JewelStreet is a new opportunity for our members and fellows to reach potential retail customer with their jewellery. I highly encourage our members to look at this opportunity."

All JewelStreet designers must complete a quality accreditation process to ensure the quality of the work and guarantee professional, high quality designs with no cheap imports. Each designer also must agree to offer 30 days money back guarantee (better than most jewellery shops!), free postage and packaging and free gift wrapping if you choose. Perfect for stress-free Christmas shopping!

Award winning jewellery designer Sarah Jordan commented: "JewelStreet is a truly excellent online marketplace; it has the professional attitude of a High Street and exudes confidence and the backup necessary for its customers. It conveys the individual qualities and characteristics of the carefully selected designers involved. The products are shown clearly and the videos evoke the inspiration and romance behind the designer's collections. I am very happy to have my work on JewelStreet."

JewelStreet is the brainchild of three founders who bring together jewellery industry, ecommerce and marketing experience. Mike Taylor has been a goldsmith for over thirty five years and was apprentice to Gerald Benney, the Queen's Goldsmiths and continues to be a designer/maker and retailer. Andy Jones is a senior IT executive with experience at Disney and UBS banking and Rob Passmore started his career at Saatchi & Saatchi and has over 16 years of online marketing experience building revenues for companies including British Airways, Hewlett Packard and Unilever. They met as their children attend the same school in Devon.

Passmore commented “**we all buy books and CDs online. Many now buy holidays and clothing. Our aim is through our designer vetting, product videos and guarantees is to make buying jewellery online as easy and common place as this.**” He added “we are not talking about just selling high end designer jewellery. We want to help people to find and buy from good quality, well made and unique jewellery at any price.”

Name: Jo Jones or Rob Passmore

Phone: 0845 0568 432

Email: press@jewelstreet.com

Address: Studio 3, Caddsdown Business Park, Clovelly Road, North Devon EX393BT, UK

JewelStreet is the trading name of Digital Markets limited, a limited company registered in the England and Wales. It has been set up to become the World's leading online jewellery marketplace for consumers to buy direct from quality-vetted jewellery designers.

All designers have to complete a thorough accreditation process to ensure consumer buy from professional, high quality makers and there are no cheap imports. Jewellery designers/makers can find out more about opening a shop at www.JewelStreet.com/Sell and you can find out more about buying jewellery at www.JewelStreet.com/Buy.