

Titanium-Jewelry.com Reports Increase in 2008 Holiday Sales

Leading online jeweler challenges declining retail trend with creative marketing, unique products and competitive deals

Jan. 16, 2009 - [PRLog](#) -- Modesto, CA -- Titanium-Jewelry.com, a leading online retailer of mens wedding bands, tungsten rings, titanium rings and unique contemporary jewelry designs for men and women, announced today that its 2008 holiday season sales increased by 16 percent from last year, in contrast to the overall decline in the industry. According to digital tracking firm comScore, online sales of jewelry and watches for nearly all of December fell by 24 percent.

“In challenging economic times, luxury item sales — jewelry and watches — tend to drop, but Titanium-Jewelry.com bucked this trend with a 16 percent increase over last year’s holiday season, ” said Ron Yates, founder, Titanium-Jewelry.com. “We attribute our growth to several factors, including the addition of new and exciting product lines, some great promotion such as a free J.R. Yates men’s tungsten bracelet with a purchase, and of course, stellar customer service.”

With the J.R. Yates Iconic promotion during the month of December, savvy shoppers who purchased a ring also received a free matching men’s bracelet to keep or give as a gift. Designed for today’s modern man seeking a masculine style that sets him apart from the crowd, the Iconic Collection combines materials with contrasting elements to create a distinctive look. Known for its elegant yet striking design, the J.R. Yates Iconic Collection features exquisite design, comfort styling and a substantial feel fit for discriminating tastes.

Another factor contributing to the online retailer’s popularity is the multitude of styles and metals offered, representing the best selection of palladium rings, titanium rings, tungsten rings, and men's wedding bands. In addition to the J.R. Yates collection, Titanium-Jewelry.com offers designs from ArtCarved, COGE, Diana Classic, Edward Mirell™, Formotion Watches, Orange County Choppers and Triton.

In addition, Titanium-Jewelry.com’s Canadian customers received free shipping last month, stimulating sales from international customers. Titanium-Jewelry.com appeals to a global audience, bringing affordability and stylish value to couples in search of unique rings and contemporary jewelry. Grooms and couples worldwide will find an unparalleled selection of luxury titanium and tungsten jewelry, at affordable prices, accompanied by the highest level of customer service and satisfaction in the industry.

About Titanium-Jewelry.com

Titanium-Jewelry.com provides a wide selection of titanium rings, tungsten rings and black titanium jewelry uniquely styled for men and women. Experts in modern mens wedding rings and modern metals jewelry, Titanium-Jewelry.com leads the industry in contemporary jewelry fashions. For more information, please visit [www.Titanium-Jewelry.com](http://www.titanium-jewelry.com).

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