

EFFY Collection Jewelry Now Available on GemsTV

GemsTV and EFFY Collection announce the debut of EFFY's Jewelry Collection now available on GemsTV starting Decemeber 4, 2009.

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EFFY COLLECTION JEWELRY NOW AVAILABLE ON GEMSTV

New York – GemsTV (USA) Ltd. and EFFY Collection announce the debut of EFFY's Jewelry Collection starting December 4 on Gems TV. From traditional to high fashion designs, the elegant EFFY Collection offers stunning jewelry featuring magnificent colored gemstones. "EFFY Collection's reputation for beauty, hand craftsmanship and intricate attention to detail in making its jewelry is consistent with the GemsTV promise of providing highly desirable genuine gemstone jewelry at prices that bring Luxury Within Reach to our collectors and customers," said Diane Schneiderjohn, President, GemsTV (USA) Ltd.

EFFY was created as a family business 30 years ago by Effy Hematian. The EFFY Collection focuses on creating jewelry at the highest standards of quality and value. The EFFY collection for GemsTV features a wonderful array jewelry consisting of gold, diamonds, precious/semi-precious gemstones and exclusive designs destined to become collectors' pieces. Many jewelry pieces in the EFFY Collection will feature new jewelry designs made in the U.S. from EFFY's private Burmese ruby gemstone stock. The EFFY Collection will be sold in GemsTV's falling auction format possibly allowing for EFFY Collection purchases at unprecedented, very affordable prices.

Visit www.gemstv.com/channel-finder/ for channel listings in your area.

GemsTV (USA) Ltd. specializes in featuring genuine colored gemstone jewelry in exclusive handcrafted designs which are sold directly to customers through a "reverse auction" system via television home shopping and the Internet. GemsTV delivers exceptional value to customers by eliminating the need for multiple intermediaries through a vertical integration of the traditional gemstone and jewelry supply chain. GemsTV sells its products on the Internet through www.gemstv.com and live on television 24 hours a day in the U.S. on DirecTV channel 233, Dish Network Channel 226, plus multiple cable systems across the country.

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GemsTV specializes in colored genuine gemstone jewelry sold directly to customers through a 'falling-price' auction format via TV and online at www.gemstv.com. Watch 24/7 on DirecTV ch.233, Dish Network ch.226 and local cable stations throughout the U.S.

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