

Retailer of Titanium & Tungsten Jewelry Sets New Sights for the New Year

Titanium-Jewelry.com launches new website packed with tools and savvy resources

January 3, 2008 (FPRC) -- (Modesto, CA) Titanium-Jewelry.com, a leading online retailer of titanium rings, tungsten rings and unique contemporary jewelry designs for men and women, today announced the launch of their website redesign project. The new site provides visitors more than an improved face lift. Visitors can also find an abundance of valuable tools and resources designed to bring information and knowledge to shoppers as well as provide an interesting and technologically savvy shopping experience.

Titanium-jewelry.com is not only at the forefront of contemporary jewelry, but an online retailer leading the ecommerce revolution by providing visitors new levels of interactive educational tools and consumer resources. From podcasts and online demonstration videos comparing the durability of various types of rings and metals, to a user controlled Look Book highlighting top sellers, featured designers and popular trends, Titanium-Jewelry.com is providing innovative ways to experience the latest styles in men's tungsten bands, men's titanium bands, men's wedding bands and women's contemporary jewelry collections.

"We've been working on the new site for some time and there are still many more features in the works," stated Ron Yates, founder of Titanium-Jewelry.com and owner of Yates & Co Jewelers in Modesto, CA. "We're ecstatic to launch the redesign, as it not only provides a fresh new look and great usability features, but it also aims to leverage the technology that is available to create better interactions with our online customers. Our philosophy and business thrives on contemporary metals and forward thinking designs, we figure how we promote and sell our products should reflect the same qualities of modern design and functionality," Yates concluded.

From tungsten rings to titanium bracelets and cufflinks, black titanium and black diamond designs to his and hers matching titanium rings, customers are selecting tungsten and titanium jewelry with increasing reverence than ever before. With the rise in popularity of contemporary metals used in modern jewelry designs, titanium and tungsten carbide are gaining interest among consumers, especially younger men who are choosing titanium, black titanium and tungsten carbide for their jewelry and men's wedding bands. Men appreciate the masculine designs offered in these newer metals. The permanence and durability, as well as the non scratching quality of tungsten carbide are motivating factors. In addition, with the price of gold and platinum continuing to push higher, (currently gold is over \$800 and platinum over \$1500 per ounce) many simply cannot afford to purchase jewelry in the traditional metals. Titanium and tungsten carbide jewelry lead the way for contemporary metals, with the industrial yet lustrous quality they inhabit. At the same time, Titanium-jewelry.com leads fashion savvy consumers to a contemporary and user friendly online shopping experience. The new website offers easy navigation and wonderful resources highlighting the latest trends featuring cool, sleek and sophisticated styles for men and women. For more information please visit <http://www.titanium-jewelry.com>.

About Titanium-Jewelry.com

Titanium-Jewelry.com provides a wide selection of tungsten rings, titanium rings and black titanium jewelry uniquely styled for men and women. Experts in modern men's wedding bands and modern

metals jewelry, Titanium-Jewelry.com leads the industry in contemporary jewelry fashions. For more information, please visit www.Titanium-Jewelry.com.

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