

Gem Fashion Added New Payment Options

On-line fashion jewellery retailers gem-fashion.com have added PayPal funding as a payment option.

June 21, 2008 (FPRC) -- In an effort to improve the overall customer experience, leading on-line fashion jewellery retailers gem-fashion have added PayPal funding as a payment option. As the operators of one of the best on-line catalogues of fashion jewellery, gem-fashion has accepted credit card payments and direct money orders for quite some time. Apparently they did not consider this an adequate selection of payment methods, so PayPal was chosen, after a long period of comparing several payment gateways.

When executives were asked why they had now decided to add PayPal as a new payment option, they were glad to reply, by stating that in the modern world, electronic currency is fast becoming a global economy in its own right. Any company doing business on-line must be seen to embrace innovation at every turn; by adding PayPal as a payment option they are supporting the decentralisation of banking and doing business in a way that promotes the internet as a single trading platform. As in internet based business, they are comfortable with the way PayPal works, unlike more traditional payment processors who still maintain manual systems with conventional banking practices.

They were also adamant in voicing their trust in PayPal as a premier payment gateway, despite recent criticisms and potential pending court action from many users who have had their accounts suspended. Gem-fashion believe that PayPal are quite right to take every action necessary to decrease the possibility of fraud, and it has already been shown that many of the people making complaints against PayPal had if not been involved in fraudulent activity, had at least broken one or more of the rules of service. Indeed, it is this ability to act swiftly to ensure a safe and fraud free trading environment that has prompted Gem-fashion to choose them as their preferred internet payment gateway.

Recently gem-fashion have introduced an completely new web-based customer management system, and PayPal has been integrated into this fully, to make the ordering, payment and shipping process fully automated. IF we view this information alongside the fact that gem-fashion have recently forged close trading partnerships with several fashion jewellery manufacturers, then it is clear to see that the company not only know where it is, but where it wants to go and more importantly how it is going to get there. By choosing a provider such as PayPal for the processing of their electronic funds transfers, they are ensuring they have yet another partnership in place with a company that has similar views on excellence in business as their own.

Contact Information

For more information contact Anatoliy of Gem Fashion (<http://gem-fashion.com>)
(866)638 3275

Keywords

[Gem Fashion Jewelry](#)

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