

H.Samuel Launches Personalised Jewellery



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H.Samuel is proud to launch its new personalised jewellery service online. Launching at the same time as its Christmas campaign, personalised jewellery allows customers to create a unique gift for friends or family.

The H.Samuel personalised jewellery range features a number of items that can be engraved, giving the perfect finishing touch to customers' chosen piece of jewellery, with rings, bracelets, pendants, and cufflinks all available to display an engraved, personal message.

The [personalised jewellery](#) section can be found on the homepage of the H.Samuel website and there is a simple step-by-step guide for customers to follow. Customers start by choosing the type of jewellery desired, from rings and bracelets, to diamond jewellery and children's jewellery. For example, to personalise a ring, the customer simply chooses from the styles available and then selects the gemstone to be used. Next, they choose the metal type from the options of yellow gold, white gold or silver and then finally, the ring size. The metal types may vary for different items and are available in different carat weights.

Whether it's a piece of [jewellery](#) for engraving or a multi stone personalised bracelet there are thousands of combinations to choose from. Customers can only have one piece of personalised jewellery in their basket at any time and prices vary depending on the item. Each personalised item can be delivered to the customer's door in only 3 weeks as it's a special order. H.Samuel has launched the new service

along with the Christmas campaign so that customers have time to create and order a personalised item before the festive season.

With different categories including jewellery for men, ladies' jewellery, baby and children's jewellery, medical jewellery and [religious jewellery](#), every customer can create something special.

H. Samuel's Head of Multi-Channel, Julien Shirley said: "By introducing personalised jewellery to the brand, we are offering our customers a more fulfilling online shopping experience. Jewellery is such a personal gift, by allowing consumers to create something unique we are ultimately helping them say it better."

H.Samuel prides itself on heritage, quality and service. As the leading jewellery retailer, H.Samuel offers expert in-store staff, a range of informative online buyer's guides, including a watch buyer's guide, a diamond buyer's guide and an H.Samuel [birthstone guide](#). The jeweller clearly understands the vital importance of introducing brand new services and brands, not only to stay on trend with the market but to win potential new customers.

About H. Samuel:

H.Samuel is the nation's favourite High Street Jeweller with over 330 stores and a retail website at www.hsamuel.co.uk., H.Samuel has a stunning range of watches, jewellery, collectibles and gifts for all occasions, offering something for every taste and style. H.Samuel is part of the Signet Group, the world's largest specialty retail jeweller.

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