

# H Samuel and Ernest Jones brands to offer last minute Christmas delivery service

Submitted by: pr-sending-enterprises

Wednesday, 17 December 2008

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H Samuel and Ernest Jones, the speciality retail jewellers owned by the Signet Group, will offer customers a last minute delivery service this Christmas, allowing online shoppers for both brands to make purchases up until 3pm on the 23rd of December and have them delivered the following day on Christmas Eve, to their own home or to the directly to the recipient of the gift.

The announcement is noteworthy, as Signet has invested in the fulfillment area of the online channel to ensure they can cope with what is promising to be the biggest Christmas ever for online shopping. With Christmas falling on a Thursday this year, Signet will be able to fulfill orders made on the 23rd December, meaning that shoppers don't necessarily need to hit the high street at the last minute to find the perfect gift.

With a full range of leading brand watches (<http://www.hsamuel.co.uk/webstore/watches.do>), diamond jewellery (<http://www.ernestjones.co.uk/>), collectibles and gifts for the whole family, this new guaranteed service will be a lifeline for anyone who needs to buy a last minute Christmas present. Signet has developed its online offering with the customer in mind.

Nicky Brown, Head of Multi Channel at Signet, said: "We have worked on developing our delivery proposition on two fronts to improve the customer experience and maximise our service. Firstly, at the front end, we have increased our bandwidth to facilitate additional traffic and ensure visitor experience is maintained to the highest quality.

"Secondly, at the back end, we have employed additional warehouse staff to facilitate increased online orders, resulting in an efficient operation that can offer customers Christmas online last order dates as late as 3pm on the 23rd December."

About Signet Group:

Signet Jewelers Limited is the world's largest specialty retail jewellers (<http://www.hsamuel.co.uk/webstore/jewellery.do>) and operates leading operations in both the US and UK. The US market accounts for approximately 50% of worldwide jewellery (<http://www.ernestjones.co.uk/webstore/jewellery.do>) sales and the UK for around 7%.

In the UK, Signet is the largest specialty retailer of fine jewellery with 563 stores at 2 February 2008 and 12.1% share of the £4.5 billion total jewellery market. Primarily situated in prime High Street locations (main shopping thoroughfares with high pedestrian traffic) or shopping malls, the Signet stores trade as H. Samuel and Ernest Jones.

The Group aims to build long term value through focusing on the customer by providing a superior merchandise selection in high quality real estate locations.

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