

Ernest Jones launches new iPhone app

Submitted by: pr-sending-enterprises

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Ernest Jones Love & Life has now launched an iPhone shopping app. The app is completely free to download and has a number of features and benefits that customers can use when they're out and about. The app has been created to offer a more exciting and convenient shopping experience for customers, and reassure them that they can shop for any item safely and securely at their convenience from the free app.

The iPhone app is easy for shoppers to use. Customers can create wish lists, shop by budget or gift finder and share favourites on facebook. Consumers are able to shop by categories including diamond jewellery (<http://www.ernestjones.co.uk/webstore/diamonds.do>), watches, wedding rings, gifts and even sales and offers. Also the app features a store finder function where customers can locate several of the nearest Ernest Jones stores and find out exactly how far away they are.

The purpose of the Ernest Jones iPhone app (<http://itunes.apple.com/gb/app/ernest-jones/id474774750?mt=8>) launch is to reinforce the Love & Life brand proposition and ensure the customer has a more fulfilling and convenient shopping experience. Ernest Jones Love & Life has gifts for all sorts of special occasions and budgets. With a wide selection of diamond jewellery and engagement rings (<http://www.ernestjones.co.uk/webstore/l/jewellery/category%7Crings/occasion%7Cengagement/>) from brands such as Tolkowsky and Leo, Ernest Jones has fashion pieces that customers can add to their wish list whilst on the go. The Ernest Jones iPhone app offers customers a wide choice of items whoever they're buying for.

Since launching as Ernest Jones Love & Life, the brand has continued to reposition itself as an occasion-led jeweller. Working with exciting brands, new competitions and introducing new luxurious boutique-style stores in Westfield Stratford City, Exeter and more recently the Trafford Centre. Introducing the iPhone app allows customers to shop by the occasion category including weddings, anniversaries, and birthdays.

By emphasising the importance of the customer's individual journey through good service, beautiful products and an inspiring shopping tool or environment, the brand aims for customers to return to Ernest Jones for future gifts for special occasions to come.

About Ernest Jones:

Ernest Jones has around 200 stores and a retail website. Ernest Jones offers a wide range of leading brand watches and high quality jewellery (<http://www.ernestjones.co.uk/webstore/l/jewellery/>). Ernest Jones also has a stunning selection of gifts for all occasions. Ernest Jones is part of Signet Jewellers Limited, the world's largest speciality retail jeweller in the US and UK.

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