

Glitz Jewelry launches new collection



The online jewelry store www.myglitzjewels.com introduces new collection of diamond rings for Q2 with special promotions at Wedding Fair 2015 from today - 7 June 2015 at Queen Sirikit National Convention Center. The store will tap AEC market by the end of this year by announcing market representatives in Vietnam and Singapore.

Ms. Oratai Manmongkol, Managing Director of Glitz Jewelry Thai Co., Ltd., (www.myglitzjewels.com) remarked "Our marketing activity for Q2 include unveiling an exclusive collection of diamond rings at Wedding Fair 2015 from today - 7 June 2015 at Queen Sirikit National Convention Center. This collection will include rings for groom and bride. At the event, we will offer our products at special prices and with special gifts. Any purchase made during the event will entitle to a complimentary pearl necklace worth 2,000 baht. Moreover, promotional activity will take place to give away free prizes at Glitz Jewelry Thai's booth no. P5.

"Jewelry market's trend from January - March 2015, Jewelry on a high note with retailers experiencing good growth of over 15-20% over last year. However, April and May is slow flat sales, probably due to holiday during this month. Also the slowdown in the economy may be causing people to not spend in luxury item. However we believe that this new collection and special activities during the Wedding Fair 2015 would boost our sales volume and we expect sales volume of 1 million baht from this event.

We target that this event will help draw attentions from our target customers, young generations aged from 24 - 30 years old seeking engagement or wedding rings as well as women aged from 24 - 38 years old who love to wear jewelries as fashion accessories. For more information please click www.myglitzjewels.com

Ms. Oratai concluded, "For the marketing strategy of www.myglitzjewels.com to expand the customer in AEC Countries, we plan to appoint marketing agent in Vietnam and Singapore, by the end of 2015. And digital advertising, social media like Facebook, Instagram, advertisement on search engines like Google and Yahoo to make ourself visible to the market of AEC countries and we will join the Singapore Gems and Jewelry Fair to be held during Oct 2015 in Singapore, to start expansion into the AEC market."