



PortiaJewelry.com expands on accessories product line to launch this spring

portia jewelry, February 28, 2008

URL: <http://www.pr9.net/home/hshopping/7484february.html>

PortiaJewelry.com expands it's product line by adding handbags and evening bags.

PR9.NET February 28, 2008 - USA New York, NY - Portia Jewelry, an online retailer of sterling silver and fashion jewelry, today announced an expansion of its product line. The expansion includes handbags, overnight bags and evening bags affordably priced in the latest fashions. The new line has launched as part of a long term effort to provide consumers with access to all their fashion accessory needs by creating a one-stop shop.

Persevering off the original standards of Portia's jewelry collections, the handbag and evening bag additions will offer the latest trends for the budget-conscious consumer. "Our goal has always been to create a store for a targeted audience and avoid consumers the exhaustive searches it takes to find what's in demand. We have expanded on this concept by adding everyday bags and evening bags that cater to women who follow trends and demand a reliable source with modest pricing," said Isabel Manzo, Owner of Portia Jewelry.

The latest styles and colors were not the only focus for the creation of this new category; Portia Jewelry also based the standards for the new selections by conducting surveys with their existing customers. Key essentials that were addressed for the collection included quality, reliability, usability and pricing. Another significant demand included the need to locate handbags and evening bags that are considered staples in fashion. Portia Jewelry promises to further expand this category in the months to come.

In keeping with Portia Jewelry's socially responsible business practices, Portia Jewelry has recently created a campaign to donate a portion of the proceeds for all green colored jewelry and handbags for environmental protection and conservation. For further information on Portia Jewelry, contact Isabel Manzo by visiting www.PortiaJewelry.com.

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About portia jewelry

About PortiaJewelry.com

Established in 2005, PortiaJewelry.com offers high quality sterling silver jewelry, cubic zirconia jewelry, fashion-costume jewelry and handbags. Portia Jewelry is dedicated to offering the latest styles inspired by designers & celebrities while also showcasing seasonal fashion trend reports and a celebrity picks section with direct links to comparable jewelry. Customer service is top priority at PortiaJewelry.com. Other features and promotions include Portia Jewelry Parties, a free Gift Registry, e-gift Certificates, free shipping promotions and complimentary signature gift packaging.

Website: <http://www.portiajewelry.com>