

Colombo Jewellery Stores launches corporate website

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Brand Ambassador Jacqueline Fernandez and Akram Cassim, CEO - Colombo Jewellery Stores

Brand Ambassador of Colombo Jewellery Stores, Jacqueline Fernandez officially launched the brand's new corporate website www.cjs.lk at its flagship store. The Sri Lankan born Bollywood Star has been the face of Colombo Jewellery Stores for the last three years and

the website embodies its distinctive image of timeless class, design genius and creativity.

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The website allows fans and customers to interact with the Jeweller and peruse through the myriad of jewellery collections, the dazzling array of Sri Lankan gems, delve into the Company’s 90 year history and enter into each store and browse through events held in the recent past. The website also connects you to the official Facebook fan page. The website showcases beautiful pieces from the current corporate campaign featuring Brand Ambassador, Jacqueline Fernandez in a special shoot for the 90 year anniversary celebrations adorned in a variety of stunning pieces.

Commenting on the launch, Akram Cassim, CEO - Colombo Jewellery Stores said, “Colombo Jewellery Stores is now a 90 year old company but we are always working on new and innovative ways to keep the brand active and young to enhance our customer experience.” The website gives customers an experience before even entering the store and is meant to engage and inspire the customer. The website also gives browsers the chance to view the international brands housed within Colombo Jewellery Stores including TAG Heuer watches and accessories, Raymond Weil watches and Visconti designer writing instruments. Through the website one can learn about Colombo Jewellery Stores’ rich 90 year heritage and be updated on the latest events and collections.

Brand Ambassador Jacqueline Fernandez while acknowledging the three year journey with the brand stated that, “this website gives an insight into the amazing products Colombo Jewellery Stores has to offer as well as an in-depth look at its history, timeline, knowledge on gems and what they have in store.”

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