

INTERNET

Ajaline brings Gilt-like flash sales to affluent shoppers for luxury jewelry

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By ELIZABETH ZELESNY

Ajaline is letting consumers get the finest jewelry at discounted prices, about 70 percent less than what high-end retailers charge.



The Gilt Groupe-esque Web site is set to launch in February. The ecommerce destination is located at <http://www.ajaline.com>.

Ajaline is an ecommerce site for flash sales of branded fine jewelry and watches. The retailer is convinced affluent consumers will have a fast, efficient and smooth shopping experience.

About the Boutique

Former fine jewelry consultant and cofounder of Ajaline.com, Meeling Wong and consultant Jim Conte plan to model the ecommerce destination after sites like ideeli and Gilt Group.

Ideeli is an online members-only shopping site in the U.S. which offers limited-time sales featuring the most sought-after brands.

Gilt Groupe is an online retailer devoted mainly to the sales of women's apparel and men's apparel and accessories from designer brands.

Each sale at Gilt Groupe lasts 36 hours and features hand selected styles from a single designer.

Ajaline will offer 30 to 70 percent off retail prices. It will only sell fine jewelry and watches from brands such as Buccellati, Lagos, and Temple St. Clair.



The prices will range from \$500 to \$50,000.

Extra incentives

Ajaline offers affluent consumers the ability to arrange consultations with trusted fine jewelry and watch experts.

Members will have unlimited access to three-day "flash sales" of numerous brands and will be provided with advance notice of weekly new sale previews.

Prior to each sale starting, each item will be previewed for 24 hours.

The Web site also offers free shipping and insurance on all orders, refunds on returns, and free gift wrapping and personalized gift cards.

Affluent consumers will be provided with a straightforward and secure check out experience.

Registering for Ajaline is simple. Users provide first and last name, email address and a desired password. Below is a screen grab of the register page.



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