

Carmaworld Woos Contemporary Women with Its Latest Range of Chic Diamond, Gold, Pearl and Sterling-Silver Jewelry

CarmaWorld enters the real jewelry segment; launches Diamond, Gold, Pearl and Sterling-Silver jewelry for everyday wear

New Delhi, Delhi, IND, 2007-04-24 11:23:41 (IndiaPRwire.com)

CarmaWorld.com has finally taken a plunge into the premium jewelry segment with its latest collection of Gold and [Diamond jewelry](#) for contemporary women. Up till now, this premier shopping portal for home and lifestyle products, had limited its jewelry assortment to faux, fashion and costume jewelry from India.

The collection features sleek designs, exquisitely crafted in gold and diamond. This classy assortment of rings, earrings, bracelets and pendant sets has been put together especially for women who have moved away from the elaborate traditional Indian jewelry. The designs available range from delicate solitaire settings to intricate multi-diamond arrangements in gold. The collection is particularly relevant for modern women who wear jewelry to define their signature style.

With this addition, CarmaWorld has moved further up in terms of value proposition, in the online lifestyle-shopping arena. CarmaWorld decided to add real jewelry 5 months after the site's launch, rather than at its inception, because it wanted to garner customer confidence before venturing into such a high involvement product. The site now has a considerable presence amongst the Indian community worldwide and is consistently generating high visitor traffic.

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Carma World invites you to experience a new enchanting way to **Explore India** through her many splendored arts and crafts in all their colourful glory. Set out on an online shopping expedition through a dazzling array of exquisite home furnishings, eye-catching handicrafts, elegant accessories and ethnic jewelry - across a range of breathtaking products that bring India's heritage alive in all its variety, artistry and vibrancy. Backed by quality you can trust implicitly.

Come, open the doors of your home, and your life to a refreshing new Eastern influence... **bring India inside.**

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You can also visit www.carmaworld.com for more information.