

JEWELR.COM Launches New Online Fashion Magazine “SPARKLE DAILY”

Jewlr.com, a leading shopping destination for personalized and fine jewelry has announced the relaunch of its popular online magazine as the new lifestyle and jewelry magazine, Sparkle Daily.

Sept. 30, 2010 - [PRLog](#) -- TORONTO, Canada - Leading online jewelry retailer <http://www.jewlr.com/> today announced the release of its new fashion and jewelry magazine Sparkle Daily.

Along with the new name, Sparkle Daily features a site redesign with an eye-catching logo and navigable menu that regular readers can use to easily find their favorite posts. According to Davis, the redesign reflects the new editorial mandate of the blog, as envisioned by Sparkle Daily editors Alexandra Kimball, a Toronto-based fashion and lifestyle writer, and Leandra Medine, the New York-based author of the hit style website, The Man Repeller.

Of the blog’s new direction, Kimball stated: "A lot of the best blogs on the web now are attached to corporate sites; they drive traffic by discussing related content without resorting to direct marketing. We wanted the jewlr.com magazine to be a fun style and jewelry site that any reader will want to check out - not just shoppers."

Popular posts on Sparkle Daily include ‘how-to videos’, such as makeup tutorials and DIY nails, jewelry “icon” lists, and advice based on Medine’s “Man Repelling” fashion philosophy. Kimball says that the blog’s new name and look help define Sparkle Daily as a fun, up-to-the-minute resource for style, advice and news.

Sparkle Daily remains at the <http://www.jewlr.com/> URL and linked to the flourishing jewelry site. Jewlr.com is one of the most popular sites offering personalized jewelry, promise rings, mother’s rings, birthstone jewelry, kids’ rings and engagement rings for unbeatable prices.

For more information, or to request an interview, please contact Daniel Stoppel at [daniel.stoppel](mailto:daniel.stoppel@jewlr.com) at jewlr.com.

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At Jewlr.com we have a wide selection of discount Fine Jewelry , Personalized Jewelry, Mothers Rings, Promise Rings, Family Rings and Birthstone Rings. Our personalized jewelry collection includes customized Mothers Rings, Promise Rings, Couples Rings and Name Necklaces. Our fine jewelry collection includes engagement rings, promise rings, diamond rings, etc. all at discounted prices.

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