

INDESIGN Magazine Launches New Consumer-Facing Website

Find the latest designer jewelry trends and stories for consumers and retailers at www.indesign.jewelry



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Summary **SmartWork Media launched a new website, www.indesign.jewelry, to bring the latest designer jewelry trends, collections, and stories to consumers and jewelry retailers. Indesign.jewelry celebrates the styles and stories of the world's most compelling and innovative jewelry designers, their beautiful masterpieces, and jewelry aficionados everywhere with daily content that consistently engages readers. Alongside the new website, INDESIGN Magazine will reflect a sharpened focus in 2016 on styles and stories of fine jewelry design, and will continue to be offered free for qualifying jewelry retailers, as well as to consumers for \$29.99 for six issues.**

Details SmartWork Media, the publishers of INDESIGN, INSTORE and INVISION Magazines, has launched a new website, www.indesign.jewelry, to bring the latest designer jewelry trends, collections, and stories to consumers and retailers alike.

Indesign.jewelry celebrates the styles and stories of the world's most compelling and innovative jewelry designers, their beautiful masterpieces, and jewelry aficionados everywhere with daily content that consistently engages readers. Long-form stories, pictorial galleries and advice columns supplement daily, substantial blog posts from expert trend-casters and reporters. The website made waves shortly after its launch with comprehensive morning-after coverage of The Golden Globe Awards and jewelry seen on the red carpet.

"Indesign.jewelry covers the fascinating world of designer jewelry in a way that's never been done before, with a broad range of reporting and a variety of expert voices," said Trace Shelton, editor-in-chief of INDESIGN Magazine and Indesign.jewelry. "We look forward to providing the same type of sweeping, insightful and engaging coverage for designer jewelry that websites like instyle.com and vogue.com provide for fashion."

Alongside the new website, INDESIGN Magazine will reflect a sharpened focus in 2016 on styles and stories of fine jewelry design, and will continue to be offered free for qualifying jewelry retailers, as well as to consumers for a fee of \$29.99 for six issues.

Shelton added: "The dot com era is over. The dot jewelry era has begun. Just type 'indesign.jewelry' and leave the dot com behind."

Follow indesign.jewelry on Facebook.

SmartWork Media

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See the digital flipbook edition of INDESIGN online.

Relevant links [INDESIGN Website](#)

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[INDESIGN January-February Edition](#)

Quotes  *“Indesign.jewelry covers the fascinating world of designer jewelry in a way that’s never been done before, with a broad range of reporting and a variety of expert voices. We look forward to providing the same type of sweeping, insightful and engaging coverage for designer jewelry that websites like instyle.com and vogue.com provide for fashion.”*
— Trace Shelton

Images



About SmartWork Media

SmartWork Media produces market-leading media products for retailers in the jewelry and eyecare industries. Over the last decade, SmartWork Media's business publications have earned more than 65 national and international awards, including a Jesse H. Neal Award. Products include INSTORE magazine (serving more than 22,000 North American jewelers), INDESIGN magazine for designer jewelry, INVISION magazine for eye care professionals and The SMART Jewelry Show Chicago. SmartWork Media is based in New York, NY.

