

Melrose Jewelers Wishes its Rolex Watch Customers a Merry Christmas!



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Press Release Summary: Melrose Jewelers ([MelroseJewelers.com](#)), USA's #1 Online Rolex Watch Retailer, would like to thank it nearly 10,000 Rolex watch customers for their loyalty and support through this tough economy and wishes everyone a warm and prosperous 2009.

Press Release Body: Los Angeles- Melrose Jewelers, USA's #1 Online Rolex Watch Retailer, <http://www.melrosejewelers.com>, would like to wish its nearly 10,000 Rolex watch customers and its many Rolex customers-to-be a very Merry Christmas, Happy Hanukah, and a Happy New Year! We, at Melrose Jewelers, know these are tough economic times and, like many this year, Melrose Jewelers has struggled while selling its Rolex watches at a heavy discount, on the Internet. At times Melrose Jewelers has sold its Rolex watches at or just above cost, losing money in its business, in order to help consumers purchase a Rolex watch at an affordable, reasonable, and non-exploitative cost. Melrose Jewelers believes that ethics in the jewelry & watch industry are lacking and MelroseJewelers.com was established with the sole purpose of bringing Rolex, the most popular luxury watch brand and one of the most philanthropic companies in the world, to the masses of hard working American men and women.

Melrose Jewelers was established nearly 5 years ago and has grown its websites to the top ranking in the United States, United Kingdom, & Canada, shipping nearly 10,000 authentic Rolex [watches](#) in its history. Its employee size has grown 10-fold including as it has supported higher education, recruiting graduates from the University of Southern California (USC), University of California, Los Angeles (UCLA), Vanderbilt University, University of California, San Diego (UCSD), Loyola Marymount University (LMU), University of Massachusetts, Western Michigan University, University of California, Riverside and Cornell University.

Founded by its current President, as an MBA student, in order to help pay for his graduate school education, [Melrose Jewelers](#) was established with the sole goal of aiding hard-working American citizens to obtain luxury at an affordable price. Mimicking the business models of innovative companies such as Progressive Insurance and CarMax, Melrose Jewelers prices its Rolex watches at as little as 15% above cost as it believes that the percentage is a high enough to allow for a profit for our company while still providing a fair price for consumers. The management team at Melrose Jewelers believes that the jewelry & watch industry has, historically, sought to squeeze high margins out of its customers by occasionally opting to misguide and deceive its customers. Melrose Jewelers believes this is not only wrong but un-American and unethical. We, at Melrose Jewelers, hope to set an example for others in our industry by choosing to be honest and straight-forward with our customers, with fixed, discounted pricing, clarity on authenticity and diamond color/clarity, and service-oriented sales incentivized by customer satisfaction, not profit.

[Melrose Jewelers](#) would like to thank the following people for helping to make its business a success: its hard-working employees and their families who put up with their long hours and late nights coming home, its watchmakers, polishers, and jewelers who work tirelessly on our watches to make our customers' smiles come alive, its many vendors and strategic partners including its web development and design teams who keep its website up and running, its analysts and writers who have developed the best Rolex education and information website on the web at http://www.melrosejewelers.com/content/rolex_education.htm and the world's most popular [Rolex](#) and luxury watch Blog at <http://www.melrosejewelers.com/rolex-watch-blog/>, Federal Express for shipping our watches with a near 0.0% loss rate, the Rolex corporation, a company which opts to give the majority of its hard-earned profits back to charity year after year, and lastly, you, our

customers whose daily interaction with us has not only enriched our lives, but who have helped us feed our families, pay our student loans, and allowed us, as individuals to survive through these tough economic times.

Lastly, Melrose Jewelers would like to thank its competitors, who have kept us on our toes, continuously innovating and challenging us to be better at what we do. Melrose Jewelers, in 2008, performed a series of test purchases from a number of our competitor websites and found the following companies to have excellent quality watches in their respective countries. Melrose Jewelers believes in fair trade and healthy competition. We, at Melrose Jewelers, feel we offer the best value on the Net for any Rolex watch but, simply put, if you're not buying a [Rolex](#) from Melrose Jewelers, we encourage you to buy a Rolex from any of the fine companies below.

United States:

Portero ([Portero.com](#))

JomaShop ([JomaShop.com](#))

A&E Watches (A & E Watches at [andewatches.com](#))

Bernard Watch Company ([bernardwatch.com](#))

Time & Gems ([timeandgems.com](#))

Stein Diamonds

United Kingdom:

Dream Watches ([Dream-watches.co.uk](#))

Blowers Jewellers ([blowers-jewellers.co.uk](#))

[Watchfinder.co.uk](#)

[Ukwatches.com](#)

Second Time Round ([Secondtimeround.com](#))

Thank you again for your support in 2008. We wish you Happy Holidays for you and your loved ones and a warm and prosperous 2009!

Your friends at Melrose Jewelers,
USA's #1 Online Rolex Watch Retailer,
<http://www.melrosejewelers.com>

About Melrose Jewelers:

Melrose Jewelers sells nearly 400 styles of Rolex watches on its website along with brands including Cartier, Omega, Breitling and Audemars Piguet. Melrose Jewelers is a member of the NAWCC

(National Association of Watch Collectors) and the MJSA (Manufacturers & Jewelers Association of America) and supports law enforcement through its Platinum Membership with the California Sheriff's Association. Melrose Jewelers is not an authorized agent or affiliated with Rolex USA, Rolex S.A., or Rolex International. Rolex Datejust, Rolex Oyster Perpetual, Rolex Day Date President and Presidential, Rolex Oyster, Rolex Submariner, Rolex GMT Master, & Rolex Daytona are trademarks of Rolex USA. All Rolex watches offered by Melrose Jewelers are Preowned; no new Rolex watches are available from Melrose Jewelers. Melrose Jewelers warrants its watches solely through its store. Rolex USA has no obligation to service watches sold by Melrose Jewelers.

About the [Melrose Jewelers](#)

Preowned Rolex Standards:
The 2008 Preowned Rolex Awards Winners are: Watch Finder (WatchFinder) WatchFinder.co.uk , Second Time Round (Second Time Around) SecondTimeRound.com , Dream Watches Dream-Watches.co.uk , Watches.co.uk , & Blowers Jewellers blowers-jewellers.co.uk , A and E Watches (A & E Watches,A&E Watches), Time and Gems (Time & Gems, Time&Gems), Portero, JomaShop (Joma Shop), Bernard Watch and Stein Diamonds.

SOURCE;

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