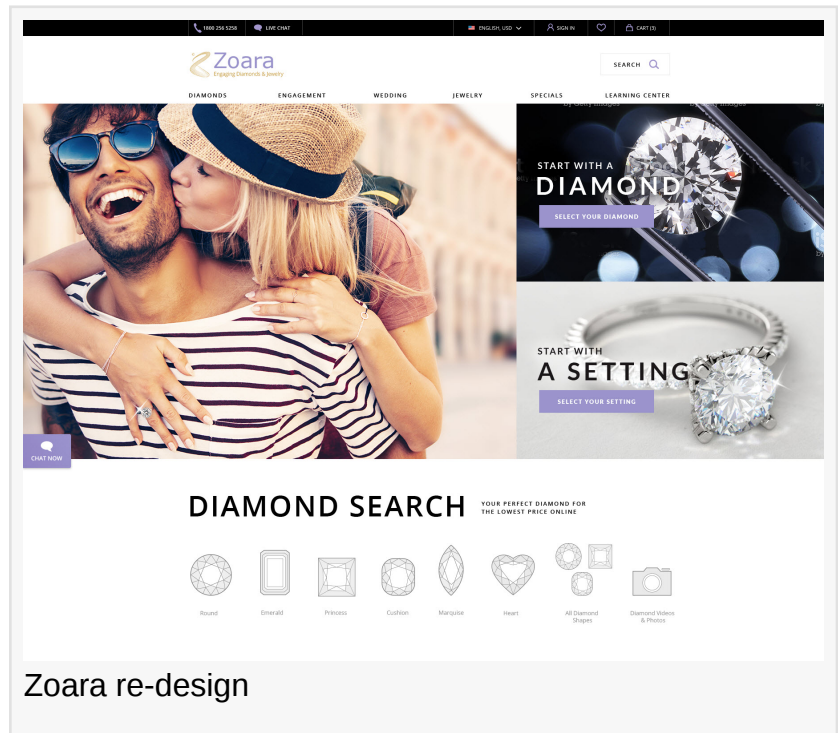


Diamond Jewelry Retailer Zoara Launches New Website

Zoara's new website was designed with today's competitive consumer demands in mind, offering a faster, easier and more secure experience.

NEW YORK, NEW YORK, US, December 18, 2016 /EINPresswire.com/ -- New York - December 18 - Today Zoara announced the launch of a newly redesigned website for its online diamond and luxury jewelry platform Zoara.com. Main improvements to the site include a contemporary, clean design, an efficient and user-friendly navigation experience, and enhanced research and development driven features including faster loading speed, heightened secure shopping software, and technology supporting localized domains in multiple languages for cross-border shopping.



"Zoara's new website was reworked with today's competitive consumer demands in mind" said Eva Spitzer, Zoara's Marketing Director. "In terms of enhancements to the site we reviewed both market trends and data regarding consumer needs, then made decisions about how these desires would be reflected in the design, navigation and technical elements of the site. After many months of diligent work we are excited to be able to offer our new and returning customers an improved user experience marked by faster, easier and more secure navigation."

Beginning with the homepage and continuing through product and gallery pages, the new Zoara.com has an aesthetic, simplified, and clean design. The young, fresh and modern look includes romantic elements that allow Zoara to be an aspirational yet accessible brand to a wider audience. A minimal mega-menu on the homepage opens to sets of extended sub-menus, many accompanied by updated and concise icons. Redesigned filters on gallery pages and re-positioned breadcrumbs follow the site's new visual simplicity, all contributing to an overall contemporary look for today's shoppers.

Zoara has targeted consumers' demands for finding the products they want more easily through changes to shoppers' navigation experience. Buyers can now access the same product through various pages, and with less clicks. Finding a pre-set solitaire diamond engagement ring that once required navigating through several pages for example, can today be accessed in less time through a single click via the mega menu. Gallery pages on the new Zoara.com now feature various user-friendly filter options at the top of the page so that specific types of products can be located efficiently, and feature crisp product images as a preview.

According to Zoara chief technology director Shahaf Neri, Zoara has a competitive lead in the cross-border commerce market. A large amount of users navigating Zoara.com are doing so on a localized domain with the corresponding language and currency. Currently the full site is available to consumers in English, Spanish, French, German, and Chinese, from product and education pages through the checkout and payment pages. Other technology boosts include loading speed, which has improved throughout the site on all localized domains, and boosted security. As the average price point in the luxury jewelry market requires exceptionally secure software, Zoara's pre-existing security has been enhanced with the most advanced secure shopping technologies available today.

Eva Spitzer
Zoara
8004310012
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.