



PRESS RELEASE

FOR IMMEDIATE RELEASE  
January 30, 2010

“*The Orchira brand has grown into a leading pearl jewellery brand and already stocked by the largest retailers including department stores, jeweller chains, large internet retailers in UK, France, Spain, Italy, Poland and Japan.*”

## **BoBijou Pearls Boutique Wins Outstanding Achievement Award for Online Retail Site.**

**NOTE TO EDITORS:** High resolution images of jewellery featuring Orchira branded pearl jewellery is attached to this release.

**Leading online pearl jewellery retailer of Orchira pearl jewellery, Bobijou.com wins an outstanding achievement award for their pearl jewellery boutique with the Interactive Media Council Award which recognizes the highest standards of excellence in website design and development.**

**London, UK January 30, 2010** - BoBijou, a leading online retailer of Orchira pearl jewellery, announces receipt of the prestigious Outstanding Achievement Interactive Media Award in the “Retail” category for their retail website, which is dedicated to the highest quality standards in the industry and offers luxurious and unique Orchira branded pearl jewellery made exclusively with fine cultured pearls and natural gemstones.

Bobijou.com was given a complete makeover, enhancing the look and functionality of the website while streamlining the integration of the proprietary e-commerce platform, enabling to personalize and enhance the online shopping experience. Exclusively dedicated to the retail of Orchira branded pearl jewellery in the United Kingdom, 2010 plans include expansion of the pearl jewellery brand portfolio and further international expansion.

Ellen Jabo, E-commerce director of Bobijou.com noted “These days, great web design it is not enough be a successful online retailer. The challenge is to compose a winning combination of presentation, merchandising and outstanding customer support. And Orchira provided us with the most comprehensive pearl jewellery catalogue, excellent product photographs and unbeatable prices.”

Shan You the founder of Orchira pearl jewellery commented “The Orchira brand has grown into a leading pearl jewellery brand and already stocked by the largest retailers including department stores, catalogue companies, jeweller chains, large internet retailers in UK, France, Spain, Romania, Czech, Italy, Poland and Japan. Winning this award has been immensely gratifying to know that all the hard work and dedication to producing a top quality online catalogue pays off in the end. We are now looking forward to see BoBijou localisation for emerging markets”.

The IMA judges evaluate websites based on five criteria: Design, Content, Feature Functionality, Usability and Standards Compliance and Bobijou.com excelled in all areas of the international competition's judging criteria, earning an overall score of 478 out of 500. It is an extremely challenging award to win and represents a very high standard of planning, execution and overall professionalism.

## **About BoBijou.com**

BoBijou.com is the leading online [online retailer of pearl jewellery](#). BoBijou offers Orchira luxurious and unique style pearl designer jewellery made exclusively with fine cultured pearls and natural gemstones. BoBijou online pearl jewellery boutique can be found online at [www.bobijou.com](http://www.bobijou.com).

## **About Orchira Pearl Jewellery**

Orchira pearls are a product of nature, cultured freshwater pearls, which occur in a wide range of colours, shapes and personalities. Many of the features of Orchira pearl jewellery allows one piece to be worn in many different ways. They can be worn singly or grouped in alternating colours, hanging either straight or twisted for a distinctive effect and unique visual presentation.

## **Press enquiries**

Shan You  
CEO & Founder of Orchira  
+ 44(0) 871 720 1188  
shan\_you@orchira.co.uk

Ellen Jabo  
E-commerce director of Bobijou.com  
+ 44(0) 871 720 1188  
editor@bobijou.com



Orchira<sub>UK</sub>



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