

A leading online retailer of Native American and Southwestern jewelry has announced some major changes to make the shopping experience even better for customers during the busy holiday season.

"We're excited to announce that we've really improved the SilverTribe experience," said Chris Anderson, a spokesman for SilverTribe.com. "We've added new search features, a new logo and have given the site a new all-around clean look."

The search feature will help visitors accurately find exactly what they are looking for. It also highlights an advanced feature for customers who want to search by price range, category or even a date range - for those who want to find the latest styles.

SilverTribe is also unveiling new collections of jewelry and expanding the existing inventory of styles. Whether customers are in the market for sterling silver turquoise jewelry or something super elegant from a growing collection of gemstone jewelry, SilverTribe will have something in stock to match anyone's style.

"We want to make this holiday season memorable for our customers," Anderson said. "To us, that means creating the best shopping experience on the web. Not only do we offer the lowest prices around, but we also make it easy to find the most popular styles in one place."

SilverTribe will be offering Preferred Members exclusive promotions and discounts throughout the holiday season. To become a Preferred Member, visitors can enter their email address to receive exclusive discounts in their inbox.

"We like to think of Preferred Members as members of our tribe," Anderson said. "Becoming part of our community is a great way to take advantage of amazing promotions and we have some unbelievable deals in store during this holiday shopping season."

To see the latest changes, or to get a jump on holiday shopping, visit the official site at [SilverTribe.com](http://SilverTribe.com)