

Bailey Banks & Biddle Announces Opening of New Store at Park Plaza Mall in Little Rock, Arkansas

FOR IMMEDIATE RELEASE

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Dallas, TX November 1, 2011 --- Bailey Banks & Biddle, the iconic fine jewelry store founded in 1832, is excited to announce the opening of their 6th retail store location in Park Plaza Mall, the premier shopping center of Little Rock, Arkansas. This will mark the first of four new stores set to open across the country before the end of the year. With premiere retail locations in major metropolitan cities and a robust ecommerce website, Bailey Banks & Biddle has developed an innovative new model as the first jewelry retailer to bridge the gap between online and in-store shopping.

The newest addition to their revamped retail stores, the location will feature Bailey's Design Studio, exclusive open diamond engagement ring cases which encourage customers to help themselves to try on rings in a relaxed, comfortable shopping environment. The Design Studio is the centerpiece of the retail stores and online website, allowing shoppers to customize engagement rings to their exact specifications and browse over 22,000 unique diamonds and hundreds of settings. The store will also showcase brand name fine jewelry such as A. Jaffe, Lorenzo, Chad Allison and Memoire. Consistent with its heritage, all merchandise is created with high quality diamonds, gemstones, and precious metals, focusing on expert craftsmanship.

The General Manager of the new Park Plaza location, Magidah Akel, is excited to bring the new Bailey Banks & Biddle to the Little Rock area. "Park Plaza is the premier retail location in Little Rock and we are thrilled to make available Bailey's fine quality jewelry and engagement rings to the community. Our friendly, knowledgeable sales professionals are eager to help future couples design their unique custom ring, as well as those looking for the perfect, beautiful fine jewelry gifts for the upcoming holiday season."

Bailey Banks & Biddle's overall approach takes the mystery out of shopping for diamond engagement rings and fine jewelry. The transparency of the brand is evident in the open diamond price lists, competitive pricing, the focus on diamond education and an open dialog with customers. The Park Plaza Mall location will open November 2, 2011.

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About Bailey Banks & Biddle

Originally established in 1832 and re-launched in 2010, Bailey Banks & Biddle is the first jewelry retailer to offer online pricing and in-store service. Bailey's Design Studio allows customers to select a diamond, choose a setting and create a customized one-of-a-kind diamond engagement ring either in-store or online. Pricing is below that of traditional jewelry retailers and all online orders include free FedEx shipping. Retail stores are located in Dallas (Plano), Houston and Austin, Texas, St. Louis, Missouri, King of Prussia (near Philadelphia), Pennsylvania and Little Rock, Arkansas.

Original Story found at:

<http://www.free-press-release.com/news-bailey-banks-biddle-announces-opening-of-new-store-at-park-plaza-mall-in-little-rock-arkansas-1320161890.html>