

The Active Consumer

Jewelry And Gemstones For Sale In Unique Environment

(NAPSA)—If buying jewelry makes you sparkle then you may be drawn to the unveiling of two new, state-of-the-art, digital production studios in a live, 24/7 programming format. The studios, incorporated into ACN Jewelry Television, come complete with props designed to simulate the experience of buying jewelry and gemstones in a unique retail environment.

“Our goal is to provide a creative and educational on-air environment to support our interactive programming,” explains Joyce Richman, ACN’s vice president of Television Programming. “The studios are very unique to the industry. For example, since ACN is one of the world’s largest retailers of loose gemstones, we have chosen museum-quality gemstone specimens, including a 150-million-year-old fossilized Ammonite to create interest on the set. (Ammonites are flat fossilized spiral shells similar to the nautilus.) Fashion-forward jewelry displays and gemstones in rough form are integrated into the studio experience as well. You certainly won’t see anything like it on home shopping programming.”



Museum-quality gemstones are creating interest among consumers who like home shopping programming.

The new studios will be further enhanced by an updated on-air graphics package that is consistent with ACN’s emerging programming strategy. The studios were designed and built by an internal team of construction engineers and took about three months to complete.

ACN is the nation’s fourth largest home shopping network whose mission is to open the world of jewelry and gemstones to everyone. Founded in 1993, ACN is currently seen in more than 60 million homes on a full or part-time basis. For more information about ACN visit www.acntv.com.