

Red Wrappings Introduces the New French Collection to Its online store

Written by Australian Business

MELBOURNE, AUSTRALIA, September 27, 2013 **/24-7PressRelease/** -- Red Wrappings, an online gift store, has recently introduced the 'French Collection' to its range of fashion jewellery. Each piece in the collection is finely crafted by French designer Christine Costa, in Bordeaux, south west region of France, and is adorned with the finest crystals from Swarovski. "For customers who have never visited the South of France, they can certainly own a piece of its allure", says Su Cameron, Marketing Director at Red Wrappings.

In a joint effort to promote the new range, Red Wrappings has worked with its French supplier to offer customers a free gift, the beautiful Cœur de la Forêt (Heart of the Forest) Crystal Pendant, with every purchase of a necklace, earrings, bracelet or jewellery set from the new collection. "The range was introduced to Red Wrappings because we wanted to give our customers a greater selection of elegant and sophisticated jewellery which would turn heads." said Ms Cameron. Each piece of jewellery is studded with authentic SWAROVSKI ELEMENTS, made with finest level of detail and precision in crystal cutting, and is accompanied by a certificate of authenticity.

The addition of The French Collection to Red Wrappings comes at a good time as the company prepares for the demand in the Christmas season. According to NAB's figures, Australian online retail sales rose to \$14.1 billion in the year to July 2013. It is predicted that the online retailing trend will continue to climb.

For more information contact info@redwrappings.com.au.

Or visit <http://www.redwrappings.com.au/the-french-collection-prom>.