

Gia's Wedding Store Has A New Face

After months of discussions, the new design is now up.

After several months of operating with an outdated homepage, Gia's™ Wedding Store has gotten a new face. Gia's™ Wedding Store was designed based on a concept of simplicity, however after several customer suggestions they have an updated site that offers a better visual and a lot more featured products in order to keep customers longer on the site.

Gia's™ Wedding Store started operating in 2007 with the intent to provide brides with a variety of stylish wedding accessories and favors at an amazing value. The e-commerce site started with less than 50 items, but provided really low prices in order to compete with other wedding stores. After several months of its launching, the online bridal store now has over 600 products, with product categories like bridal jewelry, wedding guest books, practical favors, cake toppers, gifts and much more.

After the sites new upgrade the company has recorded higher conversion rates and gives credit to their customers for their tips and suggestions. The company still wanted to keep it simple and has opted for a very clean home page with a lighter blue color than they had on their previous homepage. They expect to keep growing over the following months and are proud and excited about the new appearance.

<http://www.GiasWeddingStore.com>