

Kauai Island's First E-Commerce Superstore Begins Global Operations In An Effort To Grow Hawaii Tourism Industry

The Company's Founders Are Building The World's Hawaiian Jewelry & Gift Portal For Vendors From All Hawaiian Islands To Sell Their Products To The World

Kauai, Hawaii (PR Web) February 25, 2009 - A team of local entrepreneurs have created and launched HawaiianJewelryAndGift.com, "The World's Hawaiian Jewelry And Gift Superstore" from the remote [Garden Island of Kauai](#), in an effort to increase the level of awareness of Hawaiian culture and consumption of Hawaiian products during this period of slowed tourism as a result of the weakened global economy. Over the next two years, the company plans to transform the website into Hawaii's Jewelry And Gift Shopping Portal, as a cost-effective avenue for all Hawaiian jewelry and Hawaiian gift shops throughout the Hawaiian Islands to sell their products to the world.

HawaiianJewelryAndGift.com is currently featuring products from Auntie Lynda's Treasures, a popular gift and jewelry store located in The Coconut Marketplace on Kauai Island, and will rapidly expand its offerings to include the products of thousands of Hawaii businesses. Currently the company is launching its operations with over 600 unique products, and will have 1,000 products available by summertime, and approximately 2,000 products by the end of its first year of operations. The company's goal by the end of year 2 is to become the world's Hawaiian jewelry and gift gateway whereby thousands of different Hawaiian jewelry and gift vendors on all of the visited Hawaiian Islands (Oahu, Maui, Kauai, Lanai, Molokai and The Big Island) will be able to sell their products through one cost-effective, easy-to-navigate, and highly-trafficked Hawaii internet portal.

According to Lynda Silverman, one of the three Kauai-based founders of HawaiianJewelryAndGift.com, the company is poised to affordably serve the world's Hawaiian jewelry and Hawaiian gift needs at a time when many people are cutting back their travel to the islands as a result of increased air fares and heightened sensitivity to a weakening global economy. "We created HawaiianJewelryAndGift.com to serve the many Hawaii visitors worldwide whom are opting to forego foreign travel, however enjoyable it may be, for inexpensive alternatives that capture the feeling of their ideal foreign travel location." Hawaii regularly ranks as one of the most traveled foreign destinations on earth, but has experienced a decline in tourism and associated business revenues in a weakening global economy. Mrs. Silverman adds, "We also created this business, because we feel that there is a true need for an all-in-one online destination that ultimately helps countless Hawaii-based businesses sell their gifts of aloha over the internet to the world marketplace."

The launch of HawaiianJewelryAndGift.com into the world marketplace is taking place in conjunction with Hawaii's historic milestone of becoming the 50th state in the United States. To honor the anniversary of Hawaii's official statehood, the company is giving a 10% discount on every purchase that visitors make using the [online coupon code WL4138](#) at the company's website by March 12, 2009. The coupon expiration date is exactly fifty years to the day that the U.S. House of Representatives voted in favor of granting statehood to Hawaii. For a complete catalogue of the company's expanding online inventory, including pricing, as well as in-depth content on Hawaiian culture and Hawaiian product materials, and free registration to the company's online mailing list, interested parties can visit www.HawaiianJewelryAndGift.com.

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