

# NEWS RELEASE

Iconic Alexandria retailer launches new website boasting unique jewelry

**Alexandria, VA April 18, 2018**—Today's Cargo, an Alexandria, VA landmark jeweler announces the launch of their new website. The beloved retailer has enjoyed most-favored-status in the region for over four decades. Founder Gladys Irvin drew inspiration for her store's name from the fact each day's unique delivery from exotic locales became the inventory she offered at Today's Cargo.

As business grew, Today's Cargo relocated, finally settling at its current location on King Street. Along the way, the business developed a loyal clientele by offering uniquely curated original jewelry and gifts, and by providing services that were not readily available elsewhere.

While their devoted patrons can't imagine shopping for jewelry elsewhere, their new customers are delighted to discover Today's Cargo. Store Manager Donna McIntyre says "Everything we offer is hand-selected; all quality merchandise we stand behind." Assistant manager Carla Clarke says, "Visitors to our store are always amazed at the extensive array of jewelry that we showcase and surprised at the reasonable prices." "The price tags on our merchandise are always turned face-up so that you can see them" says Donna. Ms. Clarke remarked at how customers positively respond to the welcoming atmosphere found at Today's Cargo. Donna says "You will never be intimidated here. We treat our customers how we want to be treated."

Shoppers have so many options when looking for jewelry, and that includes using the internet. But what sets Today's Cargo apart from the competition is its vast inventory that speaks to every taste and budget. Custom design, and jewelry repair are also part of the Today's Cargo experience. "More importantly," Clarke points out, "It's not just what we do, it's how we do it. We're proud to have a staff we consider to be family. We strive to provide the best customer experience, bar none. We're passionate about jewelry, we love what we do, and we cherish our clients."

Keeping Today's Cargo relevant in an ever-changing retail landscape is the company's ability to tap into consumer's ever-evolving shopping habits—and adapt to their changing behavior. Clarke says keeping connected is key. "Staying relevant on social media is a must to communicate with our fans."

Visit Today's Cargo's new website at [www.todayscargo.com](http://www.todayscargo.com) where you can stay on top of new product offerings, special events, sales and more. Stop by the store soon; Today's Cargo, 1102 King Street, Alexandria, VA 22314.

For immediate information call: (703) 836-6866.

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