

# HOLIDAY GIFT IDEAS

## A Man's Guide To The Gift Of Love: Jewelry

(NAPSA)—Jewelry has fascinated, thrilled and awed the world for centuries. Jewelry also has been ascribed with many mystical properties over the ages; everything from ensuring health, wealth, power and luck to its wearers. It's also an important marker that we use as a gift to celebrate many of life's milestones.

Even with these attributes, jewelry remains an intimidating item to buy. The good news is there are resources that can help—and some are right at your fingertips. The Internet in particular is a great place to start—with Web sites such as Jewelry.com offering some hints to help you buy the best jewelry gift for your best girl:

- Ask for help—Turning to friends and family members—especially females—provides invaluable information. For an “expert” opinion, compliment your loved one's jewelry and ask where she buys it. Stroll by jewelry counters and take note of what catches her eye.

- Consider her lifestyle and personality—Heart-shaped pendants work well with hopeless romantics while a conservative, casual type might prefer classic gold or diamond pieces such as basic hoops, stud earrings or link chains. Charms, which can represent virtually every profession or hobby, can be an appropriate gift for any lifestyle.

- Do your homework—Before hitting the store, learn as much as possible about jewelry—metals; precious, semi-precious or lab-created gems; pearls; prices; and area retailers.

- Shop around—Most jewelry purchases take time. To make it easier on yourself, tools such as



**Jewelry: It's the gift a man can never go wrong with, but it pays to “know before you go”—shopping, that is.**

jewelry.com allow you to browse items at various price points, from multiple retailers in the comfort of your own home.

- Don't give up—Jewelry can be daunting to purchase, but it's the gift a man can never go wrong with. It's beautiful, valuable, romantic, versatile and the ultimate symbol of love. What's more, there's a wide variety of fine jewelry for under \$100, so there's something for any budget.

- After you buy—Hold on to the receipt and make sure you understand the return policy of the store as well as their customer service program. Maximize the impact of your gift by giving it in a romantic setting or in an unexpected way. You'll create a memory to be cherished forever.

For accurate, useful information on gems, stones and metals; along with great gift ideas, useful tips and facts on the latest jewelry trends and fashions, visit [www.jewelry.com](http://www.jewelry.com).