

newsworthy trends

All That Glitters May Not Be A Gift

(NAPSA)—Although diamonds have long been known as “a girl’s best friend,” diamonds—and gold, platinum, gemstones and pearls—are increasingly being viewed as a way for “girls” to nurture themselves and celebrate their buying power.

In 1999 women spent \$12.1 billion on diamond jewelry for themselves. This 41 percent economic increase does not even take into account the growing number of colored gemstones, cultured pearls, gold and platinum jewelry purchased for women by women.

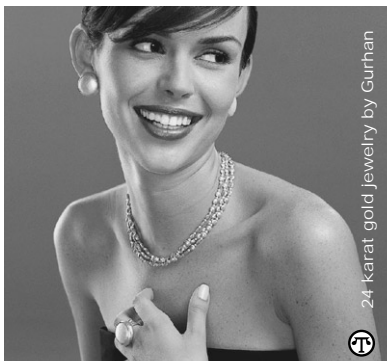
By purchasing items traditionally viewed as luxuries accorded by men, some say women are telling the world they are proud of their success and not afraid to flaunt it.

With more women in the workforce and more disposable income to spend, women are taking the initiative and taking actions that have the potential to add to their happiness—such as buying themselves jewelry.

Women are marrying later, earning bigger paychecks and not waiting for Prince Charming to buy them jewelry.

Why wait for someone else to add sparkle to your fingers when you can buy your own jewelry, many more women are asking.

“Though no one can deny the expression of love eminent in gifts of fine jewelry, perhaps fine jewelry is also becoming a token of self-respect and of having arrived,” said Elizabeth Florence, executive direc-



Today’s women go for the gold, rewarding themselves with fine jewelry in record numbers.

tor of the New York City-based Jewelry Information Center.

Models Gisele and Frankie Rayder are known for buying their own baubles, but it is not only the rich and famous who are partaking in the trend.

Single women of all economic brackets are no longer waiting around for a coveted blue ring box and married women are no longer merely hoping that their husbands will one day discover their tastes.

From wearing pants to work to dressing for success, fashion has long been a powerful way for women to express themselves; and jewelry may prove to be yet another sparkling example.

For more information on fine jewelry and to find a professional jeweler near you, visit the Jewelry Information Center’s Web site at www.jewelryinfo.org.