

Gift Ideas

Gifts Of Fine Jewelry To Make Mom's Eyes Sparkle

(NAPSA)—Mother's Day is the one day of the year that mothers can collectively revel in the importance of the work they do—and have their efforts appreciated with well-chosen gifts, such as fine jewelry.

Because a gift of jewelry on Mother's Day is one way to tell mom she is loved throughout the year, and will be appreciated for a long time to come, it's no coincidence that Mother's Day is the second largest jewelry shopping holiday of the year.

"The emotion involved in the giving of fine jewelry, especially within a family, makes it an instant heirloom," notes Elizabeth Florence, Executive Director of the Jewelry Information Center (JIC), a nonprofit trade association based in New York City. "If well taken care of, fine jewelry can be passed down through generations."

Desirable examples include 14 karat gold pendants from the Janel Russell "Heart Collection" by the Carla Corporation, a beautiful and sentimental choice depicting the covenant between mother and child.

Celebrity moms Katie Couric, Celine Dion and Demi Moore have all been spotted wearing Aaron Basha baby shoes, whimsical treasures made of platinum, gold, precious gemstones and enamel. Worn as pendants, on charm bracelets or dangling from "diaper pins," the intricately handcrafted baby shoes are a sentimental favorite for mothers, grandmothers and moms-to-be.

Hearts made of precious platinum are as fashion-proof as love itself. Diamond stud earrings, which can be traded up in size over the years, are a classic. Or, add some color to mom's life—the regal purple of amethyst, the



Janel Russell "Heart Collection" pendant in 14K gold with diamond detail by Carla Corp.

A gift of fine jewelry this Mother's Day will remind mom that she is loved throughout the year, and for generations to come.

clear, Caribbean blue of topaz, the robin's egg blue of turquoise or the luscious hues of coral.

Calla lilies, sunflowers and begonias made of precious materials will never wilt. Garland-inspired bracelets in high karat yellow gold or earrings in funky, floral designs made with plain gold or bejeweled with diamonds or colored gemstones are timeless classics.

It is important to shop with a jeweler one trusts. "Shop at a retailer who is a member of a professional trade association, such as Jewelers of America (JA), which requires high ethical standards of its members," urges Florence.

Countertop canisters in JA member stores give jewelry shoppers a chance to make a difference by helping the Jewelers Charity Fund for Children (JCF), a nonprofit organization which has presented over \$4 million to the Make-A-Wish Foundation, the St. Jude Children's Research Hospital, and the Elizabeth Glaser Pediatric AIDS Foundation.

For more information on buying and caring for fine jewelry, or to find a professional jeweler near you, log on to the Jewelry Information Center's Web site at www.jewelryinfo.org.