

GIFT-GIVING IDEAS

Gifts Too Good For Regifting

(NAPSA)—The unspoken secret of the holidays is how many gifts are either returned, “regifted” or put away and not worn because they were unsuited to their recipients.

In fact, one survey by Knowledge-Based Marketing found that nearly four in 10 people have practiced regifting and almost three in 10 who haven’t already done so are considering it.

But one gift that’s virtually guaranteed not to get returned is



**Men’s watch by
Jaeger-LeCoultre**

fine jewelry. Maybe that’s why spending on fine jewelry increased by more than 10 percent in 2006 and the International Diamond Exchange

expects strong fine-jewelry sales to drive a 4.4 percent growth in this year’s \$62.2 billion jewelry market. “Giving the gift of jewelry ensures that you’re giving something that the person will treasure forever,” says jewelry and style expert Michael O’Connor. “That’s why Platinum pieces are especially popular—they can stand the test of time and don’t wear down like other precious metals. They’re eternal.”

Still, giving just any piece of fine jewelry won’t do. Instead, O’Connor suggests matching your gift to the recipient’s personality. Here are some of his top picks:

The Workaholic

If the office is practically his or her second home, bring a little style to the boardroom with Platinum



**Cynthia Bach
pendant necklace**

The Trendsetter

If she loves to be spotted at the hottest venues, deck her out like a star in a Platinum and diamond right-hand ring.

“Nicollette Sheridan loves Kirk Kara’s Platinum and diamond rings,” says O’Connor. “And because Platinum is an enduring, precious metal, it’s perfect for holding a stone in place for a lifetime.”

The Showstopper

Julia Roberts and Jessica Alba know how to attract attention. If the woman in your life does, too, get her a string of the starlets’ favorite pearls with Platinum from Erica Courtney, or—for something more delicate—a head-turning Platinum pendant necklace from Cynthia Bach.

The Distinguished Gentleman

Even classic looks need some updating. Toss his lapel pins aside in favor of a modern tie accent from Superfit—a circular piece, in plain Platinum or with diamonds, that clips around the top of a tie. Billy Bush from “Access Hollywood” says he was obsessed with the piece at the recent Emmy Awards. Chances are the man on your list will be, too.

For more gift ideas, visit www.preciousplatinum.com.

watches by Jacob & Co. or Jaeger-LeCoultre. A number of the watches are unisex and favored by celebrities like Justin Timberlake and Jennifer Lopez.