

# GIFT-GIVING TRENDS

## Jewelers Design With Men In Mind

(NAPSA)—It took a while, but the jewelry industry has just recently discovered a whole new sex: men.

“2006 was the year the jewelry industry finally discovered the men’s market,” notes Pam Danziger, president of the research firm Unity Marketing.

That’s because men’s fine jewelry sales accounted for 10 percent of last year’s \$62.2 billion jewelry market, a significant increase from years past. And Danziger says women will be buying for men in record numbers this season.

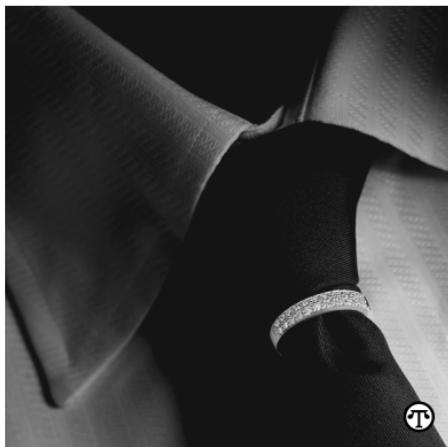
One reason is that we’re not just talking cuff links. This year’s most stylish designs include some never-before-seen innovations targeted specifically at the male market. “Men love the luxurious weight of Platinum and we’re seeing unexpected twists on classic favorites like Platinum cuff links and watches, and some completely new accessories,” explains jewelry and style expert Michael O’Connor. Here’s what O’Connor says will be on wish lists:

### The Biggest Buzz

Popular as they are, there’s a limit to how many tiepins and tie clips one man can handle. Which explains why one of the newest accoutrements getting the most buzz is a ringlike accent meant to slip onto ties just below the knot. The unique piece, designed by Superfit, is available in pure Platinum or with diamonds and goes a long way toward dressing up a suit.

### New Take On Time

New watches do just about



**New Platinum tie accents add a sophisticated twist to work wear.**

everything except drive you to appointments on time. High-tech designs from Franck Muller feature multiple time-zone readings, moon-phase dials and eternal calendars on a single Platinum face, while designer Vacheron Constantin favors a more conventional Platinum face set off by alligator leather bands with hand-stitched Platinum thread.

### Making a Statement

O’Connor sees more and more people embracing their relationships with Platinum commitment rings or using the rings as stand-alone fashion items. “Couples know Platinum lasts a lifetime and holds gemstones securely,” he says. “And rings from Furrer-Jacot come with diamond embellishments or as solid Platinum bands. They interlock with one another to represent a couple’s love.”

For more ideas, visit the Web site [www.preciousplatinum.com](http://www.preciousplatinum.com).