



Gem of an Idea

Kiss, Kiss. An American Icon Becomes A Jewelry Sensation

(NAPSA)—What do you get when you cross an American icon with the ongoing fallout from the financial meltdown? Why, Hershey's Kisses jewelry, of course.

With gold prices at nosebleed levels—reflecting the commodity's status as the skeptic world's currency of choice—something had to be done to accommodate women dying for affordable, eye-catching baubles to adorn their necks, wrists and earlobes. Something silvery. . .Something instantly recognizable. . .Something—no, make that *exactly*—like a sterling silver version of the bite-sized pieces of chocolate, with their distinctive flat-bottomed teardrop shape, that have been coming wrapped in aluminum foil and tied with a narrow strip of paper since first being introduced in 1907.

Yes, that's right, the necklaces, bracelets and earrings all have the famous Hershey's Kisses



Kim Kardashian is one of the celebs seen sporting Hershey's Kisses necklaces.



Finally, a kiss that lasts forever.

plumes—or ties—on them emblazoned with the word “kisses.”

“It truly is a kiss that lasts forever,” says Murray Shabot, president of the New York–based World Trade Jewelers, which created the collection.

And while sterling silver is the easiest on your wallet, alternative versions can be viewed in 14K and 18K yellow, white or rose gold, with or without diamonds, at www.hersheyskissjewelry.com.

You can decide which ones celebs like Kim Kardashian, Jennifer Love Hewitt and “Gossip Girl”'s Leighton Meester have been sporting.