

A Valentine's Day Gift Guide

Melt Hearts, Not Wallets This Valentine's Day

(NAPSA)—Maybe money can't buy love, but—even as they tighten their belts—Americans still spend plenty to show how much they care. This Valentine's Day you can stretch your dollar *and* spoil loved ones with a beautiful gift that will truly melt their heart.

Did you know shoppers can find some of the best-looking and affordable fine jewelry by visiting the Jewelry Store inside JCPenney or on jcp.com? Gift seekers will find jeweled bangles, gemstones, heart-shaped pendants, earrings and rings, watches and even classic diamond pieces...all at very smart prices.

Whatever you buy, be sure to remember these tips for finding the perfect Valentine's Day gift:

Have A Plan

Have a general idea of what you want to buy. Are you looking for a watch or a necklace? A ring or a bracelet? Having a plan can help you avoid impulse buys, stick to your Valentine's Day budget and ensure you select a gift pleasing to your loved one.

Know What They Like

Paying attention to the jewelry and style preferences of your significant other will make the shopping experience easier. If you are clueless as to his or her specific taste in jewelry, you can't fail with jewelry that speaks to the occasion. A good



This Created Pink Sapphire and Sterling Silver Ring, for \$129.99, is available at JCPenney.

example—the heart-shaped 10K Pink Sapphire Briolette Pendant.

Quality

Think of buying jewelry as an investment—although not necessarily a large one. Look for quality pieces made with real diamonds like the Diamond Swirl Heart Pendant. Spend a little more on a quality piece they will treasure and care for, for years.

Classic or Fashion?

If you want a gift that's sure to please—stick with classics such as cuff links, diamond pendants or cultured freshwater pearls. If you want to up the fashion quotient, options such as the Created Pink Sapphire and Sterling Silver Ring or Seiko® Men's Gunmetal Kinetic Watch are sure to fit the bill.

For many more great Valentine's Day gift ideas, visit your nearest JCPenney store or jcp.com.