

Gift Ideas

Wearable Heirlooms: Investing In Gifts That Last

(NAPSA)—While an unstable economy won't stop people from buying gifts, it may change the kind of gifts they purchase.

In tough economic times, it makes sense to invest in gifts that costs a little more but will last a lot longer, such as heirloom jewelry.

Tokens of family sentiment

Some of the best examples and "trendiest" items include wearing the initials of a loved one. Those of a cherished child, spouse, favorite grandfather or someone otherwise significant are a constant reminder and talisman of your love. Other sought-after examples of sentimental jewelry include religious or spiritual symbols and engraved jewelry with messages of love, poetry, song lyrics and notes in foreign languages.

Enlightenment jewelry

Yoga helps heal and soothe the mind and body. Jewelry reflecting these beliefs has risen from popularity of these practices. Karma jewelry, that which usually incorporates the symbol of a circle, is used as a reminder to act well in the tune of good Karma and its mantra, "what goes around comes around."

Empowerment jewelry

A fascination with astrology and astronomy, which is said to be useful in understanding, interpreting and organizing information about personality, human affairs and other terrestrial matters, has led to wearing beautiful and meaningful Zodiac jewelry.



Hearts, initials and jewelry with engravings of personal messages are timeless and sentimental, making them the perfect gift for any occasion.

Last but not least, the peace sign has seen a recent resurgence just in time for its 50th anniversary.

Selecting fine jewelry

The first step in selecting any piece of fine jewelry is to shop at a reputable and professional jeweler. Look for one who is a member of a professional trade association, such as Jewelers of America, which requires high ethical standards of members and provides ongoing education.

"If well taken care of, fine jewelry will last throughout generations, remaining an enduring symbol of love," notes Helena Krodel, associate director for media of Jewelry Information Center, a nonprofit trade association that educates consumers about fine jewelry and watches.

For more information, or to obtain savvy shopping tips about fine jewelry and watches, visit www.jic.org.