

HOLIDAY GIFT IDEAS

A Guy's Guide To Diamond Buying

(NAPSA)—If a diamond is forever, how long should it take to shop for one? If you're like most men, it takes more than a month.

Statistics show that 59 percent of men who plan to buy a diamond as a holiday gift for their significant other decide to do so before Thanksgiving. But that doesn't mean choosing a diamond needs to be hard. Try these tips:

Go For Romance

A series of stones set in increasing size can symbolize how your love grows deeper with every passing moment. Journey diamond jewelry is available in a range of unique designs and styles, such as a romantic Zales Journey Heart Diamond Pendant or a timeless Journey Circle Pendant, available at Jewelry.com.

Be A Winner

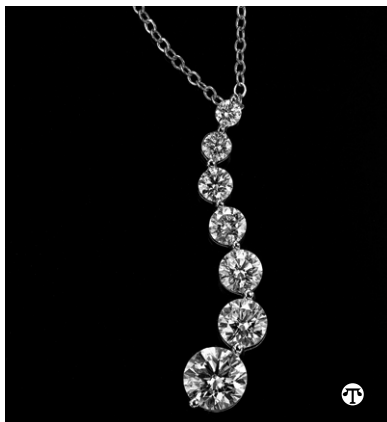
You can enter to win her a \$25,000, one-of-a-kind Journey diamond necklace designed by Heidi Klum for Mouawad. Just correctly complete the crossword puzzle created by top puzzle maker Brendan Quigley at the Web site www.adiamondisforever.com.

A Classic Touch

Try giving her diamond stud earrings, a favorite of Hollywood A-listers such as Oprah and Jessica Simpson. Treat her to Kwiat Diamond Studs set in platinum, or a sexy yet timeless H. Stern Diamond Solitaire Princess Pendant.

Past, Present And Future...

Check out pieces such as the Whiteflash Three-Stone Diamond Ring available at whiteflash.com. You can also opt for fun, fresh styles such as Daniel K Starlet Earrings, a gorgeous pair of three-stone, cushion-cut diamonds on knife-cut platinum bars.



A Journey diamond necklace symbolizes how your love grows stronger over time.

Celebrate Her...

Deck her out with a diamond right-hand ring. Styles range from floral to contemporary and can be found at retailers such as Kay Jewelers. For something on the romantic side, treat her to a Mia & Kompany Diamond Rose Right-Hand Ring set in white gold or go all out with a Damiani Notte di San Lorenzo large diamond and white gold right-hand ring.

Here Comes The Bride...

December is the most popular month of the year to get engaged. Solitaire rings such as Ritani's diamond solitaire in platinum are a classic choice. If she prefers a vintage look, try the Hearts on Fire Perfection in Platinum Collection. The three-stone setting, which represents your past, present and future, is a sentimental option. For a great selection of three-stone diamond ring styles, check out jeweler Bailey, Banks & Biddle.

For more tips, visit the Web site www.adiamondisforever.com.