



# Gem of an Idea

## Let's Face It: When It Comes To Jewelry Gifts, Facial Characteristics Count

(NAPSA)—The shape of your next necklace may have a lot to do with your facial characteristics.

Celebrity stylist Mary Alice Haney and Kay Jewelers offer these unique suggestions for selecting jewelry gifts by matching gifts to a loved one's facial characteristics. By selecting a jewelry gift based on her face shape and hair color, you can be assured the piece will flatter her and, in turn, she will be flattered by your choice.

Ready? Here goes:

**Oval**—An oval face shape is one where the length is equal to about one-and-a-half times the width. Oval faces tend to be slightly narrower at the jawline than at the temples, with a gently rounded hairline.

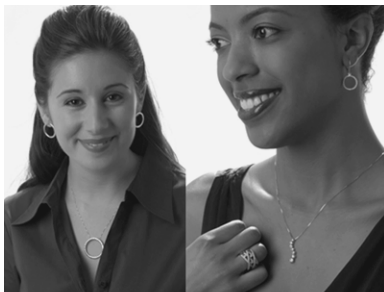
Choose button, hoop or triangular earrings that are medium length, as they will frame an oval face's features. Dangling earrings are fine, as long as they are not too long. Earrings that move up the ear, or have wings that sweep up, can help to minimize a too-thin face or long nose.

Any shape necklace works well with an oval face—from chokers to longer lengths. The best bet is a chain that is 28-32 inches long.

**Round**—A woman with a round face usually has a full-looking face with a round chin and hairline, with the widest point being at the cheeks and ears. Jewelry can play a role in helping to slim the look of the face.

Look for necklaces that are 28-32 inches long, to help elongate the upper body.

For earrings, also look for elongating styles and shapes, such as square, oblong or rectangular, which will help to draw the attention down, instead of around.



**GEM OF AN IDEA**—Jewelry can play a role in bringing out the best in a woman's features—whether it is the shape of her face or her coloring.

**Oblong/Rectangular**—An oblong face can be characterized as longer than it is wide, with about the same width at the forehead and just below the cheekbones. Oblong faces sometimes have very narrow chins or high foreheads. Look for jewelry that hides the length of the face and adds width.

High choker necklaces are especially flattering, as they reduce the length of the face.

Other flattering necklaces include 16" and 18" chains that are shaped like a "U."

**Heart**—A heart-shaped face is usually smaller at the jawline, narrowing to a small, delicate chin, and wide at the cheekbones and/or forehead. Look for jewelry that adds width to the chin and draws

the eye away from the point.

Collarbone-length necklaces look great on heart-shaped faces because they soften and diminish the angle of the chin. Look for earrings that are wider at the bottom than at the top, such as dangling earrings that form a triangle.

**Square**—A square-shaped face is one that is as wide as it is long, with a strong, square jawline and hairline. Look for jewelry that will help to achieve some roundness or length in the shape of the face.

Consider long, straight earrings, which focus and create boundaries for the eye.

High choker necklaces will shorten the length of the face, so opt for long chains.

### Hair Color

If hair is a predominant feature on the loved one, consider choosing a colored gemstone—one of this season's most popular trends—based on her hair color. For example:

**Silver or dark hair**—The best choices are rubies, emeralds, onyx and sapphires.

**Redhead**—Because of the vibrant contrast of milky complexion and bright, warm-toned hair color, they typically look good in emeralds.

**Medium-light color**—Look for stones such as amethyst that bring out light overtones in hair, rather than compete with darkness.

**Light hair**—Select stones that have earth tones such as citrines and peridots.

By using these tips based on facial characteristics, you can help to ensure your gift will be cherished and worn for years to come. To view a beautiful selection of jewelry for anyone on your gift list, visit [www.kay.com](http://www.kay.com).