

GIFT GIVING IDEAS

'Tis The Season For Jewelry—Know How To Purchase With Confidence

(NAPSA)—Everyone can relate to the exhilaration of receiving a sparkling new ring or shiny gold watch from a loved one for the holidays.

With a few simple pointers, the millions who will be shopping for jewelry this year can turn what could be an intimidating holiday shopping experience into a breeze.

Choose A Jeweler Carefully

Dealing with a reputable, qualified jeweler can make all the difference. The independent, non-profit Gemological Institute of America (GIA) recommends buying from someone with recognized industry credentials, such as a Graduate Gemologist or Accredited Jewelry Professional.

"Brooch" The Sales Counter Suavely

Know the styles and what type of jewelry he or she likes.

For women, the "more is more" mantra speaks louder than ever before, and layering has spilled into accessories. Stackable rings—from basic bands to gemstones—are back. And chandelier earrings have made way for bangle and cuff bracelets—some with dangling charms, others in multiples. A faceted, multicolored gemstone brooch is another great gift because of its versatility.

For men—think both traditional and funky. Cufflinks have always been a classic, but this year go for a pair with gemstones, like onyx or sapphire, or try a fitted chain necklace.

Deliver Glitter With Diamonds

Diamonds are dazzling, with



A fresh twist in traditional jewelry can add zest to the holidays, like these pieces with rubies and diamonds set in platinum. Photo courtesy Platinum Guild International Italia.

all kinds of mystique and flash. Giving a diamond pendant or studded cufflinks speaks the language of forever. But knowledge is power, and knowing the Four Cs is critical.

Color. Cut. Clarity. Carat weight. Diamond professionals worldwide use these four factors to grade a diamond's value, and every diamond should come with an independent evaluation from an accredited gemological laboratory. The most respected report is from the GIA Laboratory, which issues Diamond Grading Reports for many of the world's diamonds.

Any jewelry shopper can

quickly gain insights for making a smart diamond purchase by taking GIA's interactive tutorial on diamonds at www.gia.edu.

Give A Gem Of A Gift:

Gemstones And Pearls

Chocolate browns and earth hues are setting the tone through winter. Warm-colored gemstones like topaz, amber, citrine, and even golden pearls paired with layered attire can transform a simple look into a sizzling fashion statement.

Long, beaded gemstone and pearl necklaces wrapped several times and ribboned across the neckline are also in.

For consumers who are new to gemstones, GIA's Web site also has an informative online guide to the gemstone world.

Go For The Gold

Silver always makes a sterling holiday gift, but yellow gold is back in a big way. Designers are pairing warm gemstones and brown diamonds with the malleable metal for a fresh antique duo.

Think titanium for him. It's a lightweight metal used to make airplanes and can endure extreme temperatures.

And platinum is the perfect metal for his and her everyday jewelry. It never fades or tarnishes, and platinum's purity makes it hypoallergenic and ideal for sensitive skin.

Please With Presentation

The holidays are about giving, and jewelry lasts a lifetime. Visit www.gia.edu for a complete guide to holiday jewelry shopping.