

GIFT IDEAS

Gifting Glows Brighter With Gold

(NAPSA)—When it comes to choosing gifts, yellow gold jewelry shines in a league of its own. Of the 4,000 jewelry savvy consumers recently surveyed by Jewelry.com for *National Jeweler* magazine, 66 percent of the women prefer to wear the warmth of yellow gold vs. white.



Shoppers prefer this bracelet in yellow gold by three to one.

The survey showed online shoppers identical pieces of jewelry in both yellow and white gold to see which they liked best. Of note to gift givers, 76 percent of respondents preferred giving the gift of yellow gold vs. the same piece in white gold.

Express your shopping savvy with the gift of yellow gold jewelry for your next gift-giving occasion. Cherish your loved ones with a locket or a new pair of stylish gold chandelier earrings. Show how much you love her with a dangling heart charm on a beautiful gold bracelet. Or spice up a simple black party dress with stackable gold bangles and a gold fashion ring. Treat yourself and the ones you love to the affordable luxury of fine gold jewelry.

To learn more, visit www.speakgold.com or www.goldinspirations.com.