

# GIFT IDEAS

## Go For The Gold And Give The Gift Of GLOW

(NAPSA)—This season, from the runways of New York and Milan to the neighborhood jewelry store, it seems as if all that glitters is gold.

In the fashion world, people are being dazzled by “the Goldfinger effect” as designers turn to a safe product. From literal interpretations like Tom Ford’s micro-minidress in strips of 18K pink gold for Gucci to golden shoes, handbags and more, gold is a top choice of fashion designers.

According to fashion forecaster David Wolfe of the Doneger Group, “Gold jewelry has become as important as clothes.”

With so much buzz for gold, holiday shoppers are seeking gifts of love with renewed confidence in the lasting value of fine gold jewelry. With beautiful new designs available in a wide range of prices, fine gold jewelry continues to be an affordable luxury for holiday gift-giving.

Recent consumer research conducted by Ipsos for the World Gold Council also found that almost 85 percent of women surveyed believed that gold jewelry is “perfect for a woman like me,” and seven out of 10 respondents claimed that gold jewelry is “the ideal gift for someone you love.”

Elizabeth Florence, Executive Director of the Jewelry Information Center (JIC), suggests that “engraving a gold locket, pendant or a dangling charm anklet sends a personalized message of love guaranteed to make that special someone ‘glow’ under the mistletoe.” For the favorite gentleman on the list, a pair of 18K gold cufflinks is a fashionable accent for French cuff shirtsleeves.

From \$50 to \$50,000, fine gold jewelry offers the widest selection of styles and more variety in price points than any other fine jewelry category. Trendsetter Robert Lee Morris’ new Tile collection fea-



Roberto Coin

**Gold continues to be a lovely, affordable option for holiday gift-giving.**

tures geometric-shaped dangle earrings, swinging bracelets, one-of-a-kind belts and bold rings. Designer Roberto Coin’s Chic & Shine collection of 18K gold necklaces, earrings and bracelets also range in size and price to match anyone’s sense of style or budget.

The JIC further suggests that holiday revelers can enhance their classic “simple black dress” with new styles of gold link chains that can be worn as belts, or multi-strand necklaces, such as the Twist collection from Nanis or the new Puzzle chains from Mattioli. These fun, chic styles include the added fashion value of versatility.

Holiday gift-givers can bask in the warmth and glow of gold jewelry by stuffing stockings with stackable gold rings or the ever-popular charm bracelet, recently revitalized by fashion icons like Dolce & Gabana and Christian Dior.

For more ideas on giving the gift of glow this holiday, log onto [www.goldinspirations.com](http://www.goldinspirations.com) or [www.gold.org](http://www.gold.org).