

# How To Buy Your Partner A Great Gift

(NAPSA)—What do women want? That question has baffled many men and perhaps never more so than when faced with major gift-giving occasions.

Men want to “wow” the woman in their life, but many lean toward practical or “enabling” gifts—a fishing rod, fire extinguisher, mountain bike, or season tickets—which often leave women yearning for romantic gifts that reveal a personal attachment.

For women who want to avoid receiving a vacuum cleaner or lottery tickets for their next special occasion, a recent survey by a leading online retailer of diamonds and fine jewelry indicates that the solution lies in good communication. More than half (52 percent) of all men look to their loved one for hints to help them get the right gift, while 23 percent prefer that she just gets straight to the point and “tells me what she wants.”

The men in the survey said they liked hints for a number of reasons. Men told of wanting to avoid “gift rejection.” Men also felt that searching for a gift that would truly score points was a frustrating and tiring experience.

Luckily, most women (57 percent) actively hint about the gift they want. Unfortunately, nearly half (47 percent) of women don't think that men are good at picking up hints.

For men who don't catch on to subtle hints, the wish list and ring builder at [bluenile.com](http://bluenile.com) are a straightforward approach that leave little room for error.

Stephanie Kellis, customer service associate at Blue Nile, has helped more than 1,000 men figure out what women want by guiding them through the purchase of jewelry. She often advises men on how to pick up hints. “Women don't want to be too overt in their suggestions so men have to look for the signals,” said Kellis. “Women will often comment about how gorgeous a piece of jewelry is when they are out shopping with their partners or they might point out examples



in catalogs or magazines. Any time you hear your loved one raving over something, take a mental note. You'll score double points as not only will you end up buying a great gift but she'll love the fact that you have been paying attention to her.”

Kellis also suggests not leaving the planning until the last minute. “We've all known men who have wasted money on a desperate purchase. The best way to avoid that embarrassing scenario is to do some snooping. While she's in the shower one day, dig into her jewelry box and see whether she prefers platinum or gold jewelry, big or small designs. Make a note of her favorite perfumes and a list of her clothing sizes. That way, you'll be equipped for a number of gift options.”

**Good news for women:** The majority of guys (62 percent) are planning on spending the same amount on gifts for their partners this year as they did last year. More men are planning on spending more this year (23 percent) than those spending less (15 percent). So, how to make sure that his money is well spent and that you both end up satisfied?

“First, I would check in with your partner to see how open he is to hinting,” said Kellis. “If he just wants direct suggestions, don't stop at one idea! It's far more fun for both of you to give him a range of gifts. Point him in the direction of your favorite retailers and brands with the confidence that he'll be selecting from companies you trust.”

For additional suggestions on gift giving, men can go to [www.bluenile.com](http://www.bluenile.com) to find a range of different fine jewelry gift ideas sorted by price and by occasions.