Article Side

For Him and Her: Jewelry Gifts Inspirations by Lina Lambert

Article published on May 28th 2012 | Jewelry

Everyone loves presents and a lot of people, even men, will appreciate jewelry. Given that it is in the style they like, jewelry as gifts have been one of the main sources of income for retailers. That is why with the approaching holiday season, jewelers need to be able to push jewelry to shoppers and instill the advantages of giving accessories to their love ones.

Though it is easy to say that jewelry can be the best present one can give or receive, merchandising accessories has always been tricky. Jewelry is a personal item. Most people would want to wear them everyday and as time pass; a piece of jewelry can become a part of them. That is why retailer must inform jewelry buyers to make sure that the meaning of their gift is appropriate for the occasion or relationship they want to celebrate. Unlike gadgets or clothing, jewelry can have a great range of meaning. Sometimes, it can get inappropriate to give a ring to just anyone like an officemate or a colleague.

Here are some tips for retailers who want to know how they can lead customers to buy appropriate and memorable jewelry as gifts.

Evaluate the relationship. When giving jewelry as gifts to personal ties like family and close friends, it is okay to give moderate to high end accessories like rings or watches. The metal of the jewelry can communicate a meaning to the receiver of the gift. Precious metals like platinum, gold or silver are appropriate for close personal ties.

For partners, jewelry will always be a hit whether given to men or women but make sure the jewelry is on the range of what the receiver like. Budget can also be flexible as most people in a relationship will appreciate the thought behind the jewelry than the price tag of the gift. But it will always be best to give a bit more than what is expected though not too expensive as one might need to top it next year. Rings are very popular but when given to women, be sure to make it clear you are not trying to propose. Necklaces and pendants are also appropriate and much safer than rings.

For friends, retailers can recommend alternative metals like titanium, tungsten or stainless steel jewelry. They have good quality but not as pricey as precious metals. Alternative metals also have that casual and relax feel but the receiver of the gift will still know that they are appreciated.

For male friends, retailers can push stainless steel jewelry for men like bracelets and pendants. Bosses, colleagues or officemates can be given cufflinks; money clips or tie bars which are considered professional pieces. Always remember to keep in mind the taste of the receiver so make sure they will use the gift and not just put it on a drawer to collect dust.

For female friends, marketing can go either way as it can be challenging to offer products as gift due to the high amount of inventory available. But stainless steel jewelry for women like necklaces and pendants are a safe choice, they are stylish and give just the right amount of meaning as a gift. Close friends can be given charm bracelets or anklets which are more personal but still within the range of being platonic.

Marketing jewelry as gifts can be tricky and some customers might need a bit of convincing but with the holidays being one of the most anticipated (and saved up) events of the year, jewelers might just be in for a lucrative end of the year.

Article Source:
http://www.articleside.com/jewelry-articles/for-him-and-her-jewelry-gifts-inspirations.htm - Article Side

Lina Lambert - About Author:
Lina Lambert, loves to write article out from her collections especially accessories, gadgets and jewelries from Inox a Stainless Steel jewelry either for men and women as a alternative metal jewelry. Visit the website and learn more about the products that beautifies men and women as mens steel jewelry and womens steel jewelry respectively.

Article Keywords:
stainless steel jewelry, womens steel jewelry

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!