

The Story Behind the Stone: Give us a kiss (/index.php/columnists/diana-jarrett/2712-the-story-behind-the-stone-give-us-a-kiss)



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February is all about love. Valentine's Day is a jewelers dream because one can market all kinds of luxury items to your customers. And since shoppers are looking for special tokens of affection for family and friends, and not just for romantic partners, you can paint the Valentine story with a broad brush.



CUPIDS EMBRACING IN THE FIRST KISS, COURTESY OF ANDREAS ROTH.

The gesture is lovely. Giving a gift of jewelry carries with it a promise of beauty, permanence and value. It mirrors the sentiment of the giver to the recipient no matter who the intended is - romantic or otherwise.

Here's a concept to offer your Valentine shoppers this year. Introduce them to the idea that the jewelry itself carries the message of endearment.

It can be serious, cheeky or just plain fun. Here's a little collection of kiss themed jewelry items to jump-start your imagination - and theirs. Each one is wildly different from the other, but they share in common a sweet message for the season.

Celebrated gem carver Andreas Roth creates charming scenes in realistic detail on cameos and larger stone or shell artwork. The First Kiss is an affectionate tableau placing two cupids in a charming embrace.

Designer Loretta Castoro's Kiss rings are exciting in their design and with their color stone combining. The wearer will be getting a kiss all year long with this beauty on her finger.

Hershey's Kiss jewelry is a can't miss choice. The iconic message is pure Americana. The symbolism can be innocent, and is both fun and immediately recognizable. We all want a little kiss that's chocolate.

When your customers are not at all sure what they should be buying for a Valentine's Day gift, tell them to be obvious this time, and go for statement jewelry. The message is the main thing this year.



KISSME COLLECTION, 18K ROSE GOLD WITH AMETHYST
CENTER AND ROUND ACCENT DIAMONDS. COURTESY OF
LORETTA CASTORO DESIGNS.



ICONIC AMERICAN CHOCOLATIER LICENSED HERSHEY'S KISSES
PENDANT. COURTESY OF HERSHEY'S.

Award winning trade journalist and gemologist Diana Jarrett is a Registered Master Valuer Appraiser and a member of the Association of Independent Jewellery Valuers (AIJV). She's a popular speaker at conferences and trade shows. Jarrett writes for trade and consumer publications, online outlets, her blog: Color-n-Ice, and www.jewelrywebsitedesigners.com (<http://www.jewelrywebsitedesigners.com>). Contact her at info@dianajarrett.com (<mailto:info@dianajarrett.com>), visit her website at www.dianajarrett.com (<http://www.dianajarrett.com>), and follow her on Facebook and Twitter (Loupey).