

## Women favour jewellery over flowers and teddy bears, new research reveals

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Source: Professional Jeweller



**International jewellery brand Pandora has embraced the season of love and has revealed what gifts women want for Valentine's Day.**

A survey, conducted by the jewellery giant, has found that 89% of women would rather receive jewellery than teddy bears for Valentine's Day.

The survey, which interviewed over 7,000 men and women across seven countries and three continents, also found that 65% of women believe they receive better gifts from their Valentine when they drop hints but only 33% of women admitting they drop hints. Furthermore, 60% of men surveyed said they struggle to find the right gift.

In response, Pandora is encouraging women to speak up this Valentine's and drop bigger and bolder hints that won't go unnoticed. The brand suggests consumers make use of its 'Wish List' service.

Alongside the findings of its survey, the brand has also revealed its Valentine's 2018 offering, which includes new design directions for Pandora.

"Valentine's Day is a great occasion to celebrate your love for each other and yourself. At Pandora we know that women love to mark these momentous occasions with jewellery, which is why we've created a desirable new collection that presents the perfect gifts for women this Valentine's Day," explains Minna Phillipson, senior vice-president and chief marketing officer at Pandora.