

Relios Jewelry Puts a New Spin on Traditional Anniversary Gifts

ALBUQUERQUE, N.M. – July 18 (SEND2PRESS NEWSWIRE) – Relios Jewelry, American designer and manufacturer of keepsake sterling silver and genuine gemstone jewelry, is putting a new spin on anniversary gift ideas by re-creating the list with jewelry accessories in mind.



Send2Press® Newswire

The traditional anniversary list of clocks, china, and crystal doesn't include jewelry items until the gift-giver reaches the later years of marriage. Relios Jewelry has expanded the possibilities, allowing customers to consider jewelry as the perfect gift item for every important milestone in their relationship.

"Customers are familiar with the 'anniversary gift' list, but to the modern consumer, many of the ideas are outdated," says President and owner of Relios, Bill Pollack. "We have creatively positioned jewelry as the gift of choice for this important, yearly event."

This concept by Relios includes flower-themed anniversary jewelry instead of traditional live flowers, copper-accented jewelry instead of traditional copper, and sterling silver lace filigree instead of traditional lace. "While flowers may be a popular anniversary gift, a flower pendant lasts forever and

serves as a personal reminder of a loving gift given even years down the road," explains Mr. Pollack. The lasting, personal qualities of jewelry make it a great anniversary gift choice and the enormous variety of styles available assure that there are options for every taste.



Send2Press® Newswire

The first official anniversary gift list was published in 1922 by etiquette authority Emily Post and continues to exist in a number of forms today as a resource for anniversary gift shoppers.

Relios Jewelry designs and manufactures over 100 new items per season in Albuquerque, New Mexico, USA. Their original, moderately-priced, American jewelry designs can be found online at www.reliosjewelry.com. Jewelry by Relios is made from sterling silver and genuine gemstones, right here in the USA.

Our anniversary jewelry selection can be found at:
reliosjewelry.com/category/anniversary+jewelry.do

For more information, please contact Angelica Dominguez at (505) 345-5304 ext. 208.

News issued by: Relios, Inc.

#

Original Story ID: (3052) :: 2007-07-0718-004

Original Keywords: Relios Inc, American designer and manufacturer of keepsake sterling silver and genuine gemstone jewelry, Bill Pollack, Relios Jewelry, anniversary gift ideas, anniversary gift list, American jewelry designs, reliosjewelry Relios, Inc.