



Santa's watching twice this season

SANTA COULDN'T have made holiday shopping easier this season. He's giving the timeliest and most asked-for gift of all — a distinctive, yet individualized, watch to personally suit each of those folk on his Christmas list.

You might ask yourself, why a watch? It's today's hottest fashion accessory commodity, as reported by retailers across the country. Watches are touted by the leading fashion media and collected, in multiples, by men and women alike.

Purchasing a watch or receiving one as a gift is serious business. According to Joseph Thompson, editor of *Modern Jeweler*, a leading jewelry and watch trade publication, an estimated 565 million watches were sold in the United States last year.

This year, more holiday shoppers are expected to join Santa in gifting their relatives and friends with one of the many models available at a price to fit everyone's budget. Jewelry and department stores are reportedly well stocked for the holiday with a great variety of watch gift choices that are not only good-looking, but also are

equipped with the latest technological features.

KNOWING WHAT to look for before making a purchase makes a lot of sense. Here are some shopping tips from Citizen, the world's largest watch manufacturer:

- Purchase a watch from a reliable jewelry or department store that is an authorized watch dealer and you will be assured of the most value for your hard-earned dollar.

- Consider the recipient's lifestyle, hobbies and dress. Is he or she an active sports enthusiast? Fashion-conscious? Antique lover?

Whether one's dress code is classically sophisticated, casual, success-oriented or one that says "fashion leader," new and exciting watches abound in an assortment of designs, colors and with "special" functions, all perfectly tailored to flaunt and enhance personal style and to fulfill every mood and activity.

ACCORDING TO watch industry veteran and Citizen's senior vice president of merchandising Barry Gell,

"The overall trend in design is toward ultra-thin jewelry-look watches with a more elegant appearance. This is achieved through full-flow, integrated richer color, particularly steel gray and blue, with the continuation of the popular all-gold tone and bicolor (color accented with gold tone) and pattern and textural treatments in dials, cases

and bracelets."

Men's and women's timepieces are embellished with scores of handcrafted details, including intricate mesh and link bracelets inspired by fine jewelry; supple crocodile, leather and pigskin straps; unusual, scratch-resistant super-hard metals and new ionplate matte and high-shine finishes.

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