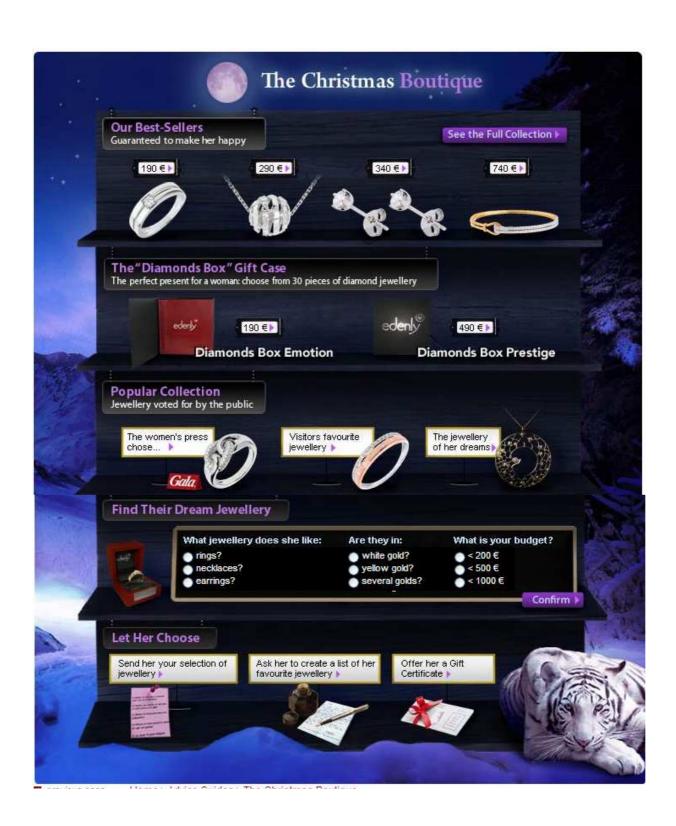




# A Magical Christmas with edenly.com

http://en.edenly.com/the-christmas-boutique,3106.html



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# For what reasons does a man offer his partner a piece of jewellery? We had some men offer us their ideas: (responses collected on Facebook)

"Where women know how to express themselves verbally, men just give jewellery." James, 20

"To apologise for something." Sébastien, 25

"As a subconscious need to mark our territory when she wears a piece of jewellery you have given to her." Florent, 26

"Because it is a well-thought-of present, that is timeless, that makes a woman even more attractive, that we are particularly proud of when they wear it because it is us who have given it to them... It also lets us show other people how we like to indulge our women. We are happy because they are happy! It is also part of the game, and the reinforcement and symbol of being a couple..." Gregory, 33

"Jewellery is a metaphorical representation of an engagement. Unlike chocolates, flowers or clothes, jewellery is more than just a fleeting gift. This is why men see jewellery as a symbol of their love. Love which a woman, for as long as she wears said jewellery, cannot forget. Maybe it is subconsciously self-serving." Antoine, 25

"To guarantee yourself a scorching night with her." Julien, 27

"It is the traditional present in our society. A symbol of your sentiments... Maybe it's a lack of imagination, or maybe it's just the normal thing to do for an engagement, from society's point of view, a new representation of shackles! And then women love jewellery too, so that encourages it all." Nabil, 23

"Because the jewellery is made from precious metals, perennially stylish, and it is the ultimate valuable gift, and because it is expensive, so offering the most expensive piece possible (within each person's means) serves to confirm masculine power in terms of money. And also because we know it's what makes the birds happy." Ben, 24



edenly, with the benefit of its experience and conversations with both men and women have drawn the following conclusions:

- Men really do love their women
- Men love to make their partners happy
- Women love getting presents
- Many men are afraid of making a mistake when choosing a present
- Men rarely think of giving women jewellery apart from for their marriages and engagements
- Women adore jewellery
- Men give a strong symbolic value of commitment to a ring
- Jewellery is not just engagement rings; there are also earrings, bracelets, necklaces and rings that look nothing like engagement rings, that women really love...

"Diamonds are a girl's best friend." This internationally known phrase is anything but trivial. A piece of gold and diamond jewellery will always make a woman happy; it is almost the guarantee of a successful gift, on every occasion. Even if she does not like the particular design, the thought of a valuable gift is primordial for a woman.

Women, the fabulous beings that they are, are very difficult to please. To be on a man's side when he is trying to make his partner happy, edenly responds to the questions and doubts he may have, to satisfy the desires of his partner:

#### "I do not have the time"

Ordering on the Internet is easy and worry-free. The realm of jewellery can sometimes be daunting for men. At edenly.com you are in control of your time, navigation is easy, and you can search at whatever time of the day or night, from wherever you may be.

With edenly, choosing her Christmas present is a breeze:

#### The Perfect Gift:

99% satisfaction from our clients

- The jewellery can be returned to us until the 31st December
- Size alteration is free
- The case requires no more wrapping, and will be a wonderful surprise
- Advisers available who are always happy to help

#### **Guaranteed Delivery:**

- Delivery is free and secure
- Products will be delivered to the address of your choice
- The jewellery is delivered to your hands against signature

#### Fully Secure Payment:

- Secure payment
- Payment by cheque, credit card and transfer
- Payment in several installments

# "I do not know which piece to offer her"

#### **Best-Sellers**:

edenly offers its **Best-Sellers**, a way of seeing the most popular pieces amongst our clients. This is a way of avoiding a mistake by taking their opinions into account.

http://en.edenly.com/produit.php?score=1



# "I do not want to choose her gift myself"

#### Gift Box:

The Diamonds Box is a gift case containing a high range book catalogue, at £170 for the Diamonds Box "Emotion" (<a href="http://en.edenly.com/diamonds-box/emotion,617.html">http://en.edenly.com/diamonds-box/emotion,617.html</a>) or £440 for the Diamonds Box "Prestige" (<a href="http://en.edenly.com/diamonds-box/prestige,999.html">http://en.edenly.com/diamonds-box/prestige,999.html</a>). Once she receives it, she simply has to flick through and find the jewellery of her dreams.

Once she has chosen, she or her partner visits <a href="http://en.edenly.com/box/">http://en.edenly.com/box/</a> or calls direct on 0800 915 026 (free phone).

The chosen jewellery is then packaged and delivered in a surprising case... more than just a box; it is a gift case containing the case itself and the piece of jewellery, along with a jeweller's loupe and white jeweller's gloves for admiring the diamonds...



# "I want a woman's point of view"

#### Women's Selections:

The selection of the press (<a href="http://www.edenly.com/bijoux-selectionnes-par-presse,3110.html">http://www.edenly.com/bijoux-selectionnes-par-presse,3110.html</a>) and the selection of internet users (<a href="http://www.edenly.com/bijoux-favoris-internautes,3114.html">http://www.edenly.com/bijoux-favoris-internautes,3114.html</a>) let you know the most popular pieces amongst journalists, internet users, bloggers...

# "I want to offer her a unique piece"

#### The Jewellery of Her Dreams

This collection brings together the most beautiful and the most extraodinary Edenly pieces. Here you will find dazzling high jewellery and cascades of diamonds.

http://en.edenly.com/extraordinary-jewellery.eden



# "I know her taste, I want a fitting piece"

#### **Search Tool**

Sir observes Madame's jewellery, which designs she prefers, her favourite colour of gold, and chooses his budget. A relevant collection is then generated from which he can make his choice.



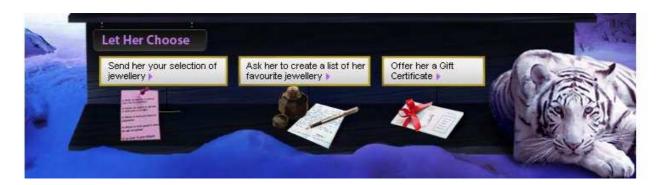
#### "I would like her to choose for herself"

#### The Gift List:

Sir can choose jewellery and send the list to the intended recipient, or he can have the recipient create the list themselves. http://www.edenly.com/ask.php

#### The Gift Certificate:

Send her a Gift Certificate by email and/or by post (as specified). She then simply has to choose her preferred jewellery on our site. A list corresponding to the amount of the Gift Certificate will be shown to her.



# "I do not know her ring size"

edenly offers a free ring-size guide which allows you to measure the size of her finger.

http://en.edenly.com/ring-size,3085.html

# "I want to surprise her"

#### **More Than A Box**

Madame will receive her jewellery in a red case, placed within an imposing black box which also contains white jeweller's gloves and a magnifying glass for admiring her jewellery.

http://en.edenly.com/edenly-case,344.html



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