

How to make your mummy feel extra yummy... Mother's Day advice from Precious Monkey



"You can't underestimate the emotional impact of the right piece of jewellery."

Breakfast in bed gets eaten. A rose is pretty but it wilts. If you're looking for a way to make the mother in your life feel special each day of the year, then Precious Monkey Jewellery has the answer for every budget.

Liz Clothier, Precious Monkey's Head of Design and a mother of two, says. 'It almost becomes a part of you, especially when the giver has taken time to think what will suit you best.'

Of course, it's the thought that counts...which is why we've put together this guide to help you choose the right piece for the right woman – and make her feel appreciated for much more than a single day.

Match the profile to the mum in your life, and then choose according to your budget.

Whatever you pick, buying via the website means you're getting the highest quality, hand-finished pieces at up to a third cheaper than the top-rated jewellery chains.

The Romantic Mum



Entertainment: Anything so long as it stars Hugh Grant or Meg Ryan; she always goes to the cinema with at least one packet of tissues.

Signature Scent: Anything so long as the bottle comes shaped like a flower. Marc Jacobs' Daisy is a favourite pick.

Dress Sense: Pink is a big clue, but the Romantic might also favour jewel colours, floaty dresses, or a hint of lace, if lifestyle and job allow. If not, think of what she wears on holiday...

Perfect Precious Monkey Choice: What could be better than a piece from the hearts range? Master Jeweller Nigel Townsend has used this classic symbol in 28 different designs.

Big Spender Option: The glorious Solid Heart and Gold Heart Earrings, £245, from the fabulously on-trend Hint of Gold collection

Big Saver Option: Two Hearts Necklace, £45 in sterling silver: this delicate piece, with two hearts joined together, will melt any mum's heart (also comes in gold at £290).

The New Mum



Entertainment: She can't remember the last time she went to the pictures – so DVDs are the next best thing, preferably comedies in nice short episodes, in between feeds. *The Office* is good – it reminds her of what she *isn't* missing about being on maternity leave.

Signature Scent: Johnson's Baby Powder and – in wintertime – Karvol menthol capsules.

Dress Sense: Just for now, machine-washable and non-iron. A trip to the dry-cleaners is definitely not what she needs.

Perfect Precious Monkey Choice: She deserves a gold star...though a silver one will do very nicely, too. A star symbolises dreams and hope, and it will go with anything – she has other things on her mind than accessorising for the time being. But the glamour of a star also reassures her that once the

night feeds are sorted, she'll be moving into the yummy mummy stage.

Big Spender Option: Gold Star in Star Necklace, £375 – versatile and chunky piece which can be easily adjusted to suit whatever she's wearing.

Big Saver Option: Star Cute Earrings, £30 in sterling silver: sweet and low maintenance – they don't dangle so luckily there's nothing for junior to grab!

The Fashionista Mum



Entertainment: She watched *Sex and the City* for the labels as much as the plot, and she taught Trinny and Susannah all they know. But she has a soft spot for Gok Wan. Go, girlfriend!

Signature Scent: The latest from Chloé, Stella McCartney or DKNY.

Dress Sense: She likes a label – but won't let it wear her. She's a fashionista, *not* a fashion victim. If you often find swish carrier bags hidden under the bed, that's a sign she fits the bill. She experiments with colours, textures and designers, and is always the one her friends take shopping with them. Oh, and the children are as immaculately styled as she is.

Perfect Precious Monkey Choice: Everything the Fashionista wears makes a statement, so turn to the Precious Monkey statement pieces. Liz Clothier uses her understanding of the fashion scene to brief Nigel on high impact pieces.

Big Spender Option: The top of the range Gold Precious Monkey Charm Bracelet is £1370-worth of luxury style. Four classic charms – star, feather heart and leaf – decorate the most wearable of chunky bracelets.

Big Saver Option: Try the sterling Silver Feather or Fallen Leaf Earrings, £55, for distinctive shapes with amazing textured finishes.

The Super Mum



Entertainment: She's partial to a thriller – any of the Bourne movies will do – or perhaps a foreign language film, without the subtitles, to improve her command of whatever is spoken where you're going on holiday this year.

Signature Scent: Something sporty and fresh: Clarins Eau Dynamisante or Clinique Happy.

Dress Sense: Stylish *and* ready for anything. The best jeans, the best-equipped trainers. Don't be surprised if you find her in a jump suit this season – more top model than *Top Gun*.

Perfect Precious Monkey Choice: She wants versatility and quality – so our choices are hand-picked to deliver every time.

Big Spender Option: Gold and Silver Double Chain Bracelet, £975, majors on style and endurance, just like her.

Big Saver Option: The Ovals Enamelled Pendant, £65, in sterling silver can be designed in any colour, to make sure it's as flexible as everything else in her wardrobe.

The Classic Beauty Mum



Entertainment: *Brief Encounter*, documentaries or anything featuring Joanna Lumley or Judi Dench.

Signature Scent: Anything by Chanel or Jo Malone.

Dress Sense: She knows what suits her, and her style is timeless and tailored to show off her best features. She never looks over-dressed, or under-dressed for that matter.

Perfect Precious Monkey Choice: Circles are sophisticated and versatile, and Nigel has chosen to highlight them with precious stones and gorgeous enamelling.

Big Spender Option: The Circles Diamond Pendant, £485, features 21 diamonds while the matching Circles Diamond Earrings, £485, has 20 diamonds per pair – for endless sparkles!

Big Saver Option: The Circles Chunky Bracelet, £70, will go with anything: the two circles are enamelled in black and also has a cute star for a light-hearted touch.

"The great thing about our jewellery is that, because it's made to order, it has that real feeling of individuality about it too"

The Impossible to Buy For Mum



Of course, the Mum in your life is unique and probably rather choosy. So if none of our categories quite fit the bill...

Perfect Precious Monkey Choice: The E-Voucher. That way she gets to pick exactly what she wants now, or to wait and spend her voucher on the great new choices coming very soon.

'We're gearing up for Spring/Summer with fabulous designs inspired by flowers and nature. Plus there are new enamel shades, reflecting the bright, vivid colour palette top designers are featuring this season.

www.preciousmonkeyjewellery.co.uk

"We'll be launching our new Charm Bracelet Builder, so if anything; the choice will be even harder. But also much more fun!"

