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Consumer Spending Drop Predicted Across All Categories

Only 11 Percent Estimated to be Purchasing Jewelry This Holiday Season

Paso Robles, CA – 19 November 2009 – MVI Marketing Ltd.'s consumer research division, Jewelry Consumer Opinion Council (JCOC) announced the results of its annual Pre Holiday study conducted in October today. "The results showed a similar pattern that has been observed over the past three years," stated Martin Hurwitz, MVI Marketing's CEO who goes on to say, "most numbers were lower in the amount people think they will be spending for entertaining, travel, home improvements and gifts over the holiday season."

While not large when considered across all categories, the drop in numbers demonstrates a significant and broad based pull back by consumers. One of the most noticeable downturns is the number of people who will be buying jewelry as holiday gifts this year. The number went from 14 to just 11 percent after growing steadily each year from 2002 to 2007.

The major categories of women's jewelry to be purchased this holiday will be earrings, necklaces and bracelets with dress watches topping the men's list. Fifty percent of the panelist stated they would spend about the same on jewelry gifts but when asked to list the approximate amount they would spend, the number is lower than last year.

Chain and local independent jewelry stores top the list of where people would shop for jewelry gifts with department stores dropping to third from second place last year. A considerable discount marketing message in the chain store marketplace may be driving consumers back to these outlets.

The Jewelry Consumer Opinion Council 2009 Pre-Holiday purchasing report is available for free at www.mvimarketing.com.

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JCOC, a division of MVI Marketing Ltd., provides the press, finance, fashion, gem, jewelry and retailing industries with fast, effective, and powerful market intelligence about jewelry products and the end-consumer. To learn more about this study and others, visit www.mvimarketing.com or contact Liz Chatelain at (805) 239-2994 x104; fax (805) 239-2947; email elchat@mvimarketing.com. MVI Marketing Ltd. is THE Market Intelligence Company for the worldwide gem, jewelry and watch industries.