



Pregnancy Today

THE COMMUNITY FOR PARENTS-TO-BE



iParenting

The Best of The Best

iPARENTING MEDIA NETWORK

PREGNANCY QUICK

SEARCH

Match: and

Home > Article

art

iParenting.com

Celebrity Parents

iParenting Canada

Dads Today

Preconception.com

Moms Today

Cycle Daily

iParenting Español

Today

Recipes Today

Pregnancy Today

File Transfer Today

Pregnancy Daily

Traveling Today

Birthplan.com

Twins Today

Special Kids

Today Embarazo

iParenting Plan de Parto

Babies Today Cuentos de

Birthdays

iParenting Baby Photos

Parenting Fitness

breastfeed.com

Parenting Stories

Toddlers Today

Personal Today

Preschoolers Today

Children Today

Preteenagers Today

Teenagers Today

Lactancia Hoy

Niños Hoy

Adolescentes Hoy



ents

## You from Dad

ager

Little did Roy know he would be celebrating the birth of his first child with the gift of a diamond bauble when he was celebrating his second with a Tiffany diamond bauble. Fathers far and wide are discovering the joy of push presents. Little thank you to moms upon the delivery of their children, usually in the form of a shiny bauble.

"I hadn't heard of the term 'push presents' and didn't realize it was a trend or that some women even expect them," says Moll, a dad from Bloomfield Hills, Mich. "For me, it just seemed like the appropriate thing to do. Both gifts were surprises; there were no hints or expectations on my wife Jenn's part."

But a thoughtful awareness and the gift of jewelry on important occasions are a part of Moll's family history. "My mother once told me that my birthday was a special day for both of us, not just for me," he says. "There's a bond that exists between a mother and her children, and this was a way for me to be part of that bond between my wife and our children – aside from being her husband and their father."

And there's more to the history, according to Moll. "During our wedding ceremony, at the point when I slid Jenn's wedding band onto her finger, my father-in-law took Jenn's mother's hand and slid a ring he had custom-made for the occasion onto her finger," he says.

Moll's experience of commemorating a special event with a one-of-a-kind gift is far from unique. The push present is a growing trend, one that moms and jewelry stores alike are taking note of.

### Moms Speak Up

"I was one of the moms who actually made hints to her husband about receiving a push present," says Heather Bandura. "Where I live in Orange County, Calif., it's very prevalent. But I never viewed it as a present for me. More so, I wanted something that I could pass down to my daughter. At a significant and appropriate date – such as her wedding day or 21st birthday

#### POOL PARTY

Whether you want to get some exercise or just cool off and relax, here are tips for hitting the pool while expecting. Read more.

#### EXPERT Q&A

"Why am I experiencing numbness and pain in my hip and upper leg area?" Find out.

#### BIRTH STORY

Crystal's failed inductions, then C-section. Read more.

#### SHARE!

How are you handling your summer pregnancy? Talk about it!

#### BLOGGING

Join our blogging community. Start here!

– I would say, 'Your father gave this to me the day you were born, and now I want you to have it.'

Bandura's hints worked. She ended up receiving a gorgeous ring when her baby was born. "Most women I know also received jewelry or a watch," she says. "Even some of the ones who have sons say they will give it to them to give to their wife or their grandchild. It's almost like a family heirloom."

Amy Goldsmith of Los Angeles, Calif., is the proud new mom of an 8-month-old named Hallie. She and her husband both invested in romantic touches in the months after Hallie's birth, including leaving each other heartfelt cards in the baby's room to surprise one another at the 3 a.m. feedings. But the biggest surprise for Goldsmith was a gift of two diamond eternity bangles on her anniversary soon after Hallie was born.

"They're gorgeous, and what a surprise!" says Goldsmith. "I suppose one was for giving birth and the other for my anniversary. My mother received a gold watch from my father when I was born, so I thought it was just something that always was done. All of our friends who have children also received gifts, usually jewelry. As a busy executive, I know my husband was grateful that I spent my pregnancy really taking care of myself and curtailing a lot of activities. I think he also appreciated my two days of labor and the miraculous results."

### **Stores and Designers Get in on the Act**

Liz Seccuro, creative director of Greenwich, Conn.-based Dolce Parties, is often called upon to help find the perfect push present. "This trend has its roots in both Italian and Jewish ethnicities in the earlier part of the last century but has now become widespread because of many reasons," says Seccuro. "Since jewelry marks engagement and marriage, it only makes sense that the most popular push present would be a bauble. Traditionally in the South and among New York society swans, the ultimate push present is a diamond eternity band stacked on top of the wedding band."

Another popular choice? "Aaron Basha 'baby-shoe' charms really led the charge of this trend years ago and is still a strong part of the market," says Seccuro. "Helen Ficalora has designed a line of yellow-gold charms studded with the baby's birthstone and engraved with an initial. The idea here is a chicer version of your grandmother's charm bracelet. Charm bracelets have also made a huge comeback – Matthew Broderick had a darling one commissioned for Sarah Jessica Parker upon the birth of James in 2002."

Seccuro says other push presents include lingerie, trips to a resort, a personal chef for two weeks "and even custom Manolo Blahniks or Jimmy Choos with the baby's date of birth embossed in the sole!"

And jewelry stores are noting this trend and responding with a variety of gift ideas to let new moms know just how much they – and all their hard work – mean. Tiffany & Co. has found great success with its Celebration rings, diamond pendants and its Jazz Collection.

"Push Presents are becoming more and more popular," says Melinda Petet, store director of the Kansas City, Mo., Tiffany & Co. on the Country Club Plaza. "Couples are waiting to have children until they're more established, so they're able to afford a commemorative gift like a Celebration ring. From what the couples share with me, it's wonderful to mark such a life-changing moment with a keepsake. Then, every time she wears it, she thinks of that time in their marriage. That's what Celebration rings are all about, celebrating life's special moments."

It's difficult to say which item is the most popular to commemorate the birth of a child, says Petet. "The Elsa Peretti silver items that use hearts in the design are often chosen as gifts. Pendants and rings are also common choices," she says. "And Celebration rings, or 'right-hand rings,' are really picking up in popularity."

According to a release from Lockes Diamonds, located on Madison Avenue in New York City, 88 percent of women who gave birth in the last 12 months stated they were interested in receiving a piece of diamond jewelry to celebrate the birth of their child.

"Diamonds are a treasured keepsake that symbolizes love, beauty and eternity," says Jodi Moss, director of marketing at Lockes Diamonds. "Lockes believes diamond jewelry provides a wonderful heirloom to celebrate and honor the birth of a child."


Lockes Diamonds has a list of push presents for new moms that seek to reflect a woman's individual style with unique and timeless touches. The list includes stackable diamond eternity band rings, custom-designed diamond pendants, earrings and bracelets. The pendants come in a variety of designs: lock and key, stars, three-stone pendant and a diamond initial of the newborn's name.

But the trend isn't limited to the coasts. According to Burdeen's, a couture jeweler in Buffalo Grove, Ill., push presents are growing in popularity in the Midwest, too. And some women will go as far as registering at the store, noting a variety of choices for her husband to choose from a personal wish list. Other times, new dads stop by Burdeen's on their way to visit their wives in the hospital to spontaneously choose something special from the heart.

The store always recommends jewelry pieces sophisticated enough to withstand the test of time – from mother to daughter or son and into future generations. After all, this is one family heirloom with quite an important story to tell.

### Want to see more?

- [Beyond Balloons and Bouquets: What Dads Need to Know about Gifts for the New Mom](#)
- [Month by Month: Celebrating and Pampering Your Pregnant Wife](#)
- [Keep Mom-to-be Smiling! 10 Creative Ways to Pamper Your Pregnant Wife](#)
- [Talk about it!](#)

article index 

<http://pregnancytoday.com> © 1996-2006 iParenting, LLC. All Rights Reserved.

Please read the important disclaimer regarding material presented on this site and our Privacy Policy Statement. Comments or questions? We'd love to hear from you. Like what you see? Tell a friend!