

BE MY

Valentine

Proposal Pointers

How to plan your Valentine's Day

Gifts and Dining

Local Valentine's Day indulgence

Popular Gift Ideas

To fall in love with



The most popular

Gifts for your Valentine

Valentine's Day sparks one of the busiest shopping seasons of the year. Though it might not inspire the masses quite like Black Friday, Valentine's Day compels millions of people to find gifts for that special someone in their lives each February. In fact, the National Retail Federation's Annual 2022 Valentine's Day Spending Survey found that the average person expected to devote \$175 to Valentine's Day spending in 2022.

Any heartfelt gift can light up a sweetheart's smile on Valentine's Day, but certain items tend to be more popular than others on February 14. Though Valentine's Day shoppers

can always go their own way when shopping for their sweethearts, some of the more traditional gifts remain wildly popular. In its survey, the NRF found that these go-to gifts maintained their status as the most popular items for individuals to show their love for that special someone.

- **Candy:** Fifty-six percent of survey respondents indicated they planned to buy candy for their sweetheart on Valentine's Day. Though any candy can suffice, chocolates inside a heart-shaped box tend to be especially popular in mid-February.

- **Greeting cards:** Greeting cards will likely never go out of style, as 40 percent of respondents indicated



they would give a card in 2022.

- **Flowers:** The appeal of a bouquet is undeniable, prompting 37 percent of shoppers to give flowers on Valentine's Day.

- **A night out:** A romantic night out is perhaps as meaningful as ever in a world still emerging from the pandemic. So it's no surprise that 31 percent of respondents indicated they planned to take their sweethearts out for a night on the town in 2022.

- **Jewelry:** Though it might rank below the others on this list, jewelry remains a go-to gift on Valentine's Day. And with total Valentine's Day spending on jewelry estimated at more than \$6 billion in 2022, this could be where most Valentine's Day dollars go this February.

Planning your

Valentine's Day proposal

According to a survey of 1,000 married adults by James Allen, an online diamond and bridal jewelry retailer, people really love getting engaged on Valentine's Day. Forty-three percent of Millennials report favoring Valentine's Day for proposals – whether they're doing the asking or being asked.

Make it your own

Even if the proposal is taking place on one of the most popular days of the year to get engaged, interject some personality into the occasion. Include important elements such as favorite flowers or a preferred restaurant. Restaurant reservations may be hard to come by on Valentine's Day, so remember to call ahead.

Visit locations in advance

Think about where you would like to propose and visit at different times of the day. Timing a proposal during sunset with the rays creating a warm glow on a park bench or on the incoming tide can make it more magical. Adjust proposal area plans for busier crowds expected on Valentine's Day.

Have the ring at the ready

Jewelry shops are in demand around Valentine's Day, so be sure to choose and have the ring sized well in advance of the proposal. If the ring will be a surprise, get hints beforehand to understand your loved one's design tastes. Consider bringing a friend along to offer support and advice.

Use chocolate

Boxes of chocolate are ubiquitous on Valentine's Day. Nestle the ring inside of a box of truffles or another favorite confection and have the question "Will you marry me?" attached to the inside of the box.

Get a photo

Enlist a friend to capture the moment. This way you can be fully immersed in the moment as it unfolds, and then look back on the experience from a different perspective.

Valentine's Day is a popular time for wedding proposals. With a little planning, the occasion can be even more special.

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#2

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