



## ➔ THE DEAL **Jewelry and Watches**

▶ **Why Now?** Nationwide, diamond prices have dipped 16 percent since last year, according to the International Diamond Exchange. And prices for watches tanked 30 percent last December and haven't budged from there. Meanwhile, mom-and-pop jewelry stores have been hammered by the recession and many have closed or are closing, so there are likely to be local going-out-of-business sales.

▶ **How to Get the Most for Your Money** Experts suggest that you visit [bluenile.com](http://bluenile.com) for the best watch and jewelry deals, with discounts of up to 40 percent off list price. For designer and costume jewelry, a number of websites have emerged in the last year or two, including [Gilt.com](http://Gilt.com), [Hautelook.com](http://Hautelook.com) and [Ruelala.com](http://Ruelala.com), all of which sell merchandise manufacturers and traditional retailers have not been able to move. For example, Hautelook recently offered a \$695 Swiss Legend stainless-steel watch for \$68—a 90 percent discount.