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Push Present Etiquette (And a FABULOUS Giveaway!)

It's truly amazing how much the idea of the push presents has spread since the early '90s when we first started hearing about them. We often hear of celebrities getting lavish gifts of diamonds and bags and even cars almost before baby's umbilical cord has even been cut (hello, Kim Kardashian and her \$770,000 bauble!) But of course there are oodles of new moms across the country whose partners give them equally lovely tokens of appreciation to celebrate the birth of a new child.



So what's the etiquette for giving (and getting) push presents? There are no hard and fast rules, but as with every gift it's the thought that counts. The push present should be a celebration of the incredible experience of having a child, rather than an expected or demanded necessity. And moms, don't feel like you are not appreciated if your partner doesn't show up with a diamond studded tiara in the delivery room! A thoughtful, meaningful gift will get the point across just as well. In many cases, a simple thank you card could be enough.

Though, of course, it is always nice to be surprised with a lovely new piece of jewelry. And, friends, I have huge news for you! The fabulous team at Juno Lucina has given me one of their stunning 14K White Gold, 1/4ctw Diamond Signature Pendant, which retails at \$699 to give away to one lucky follower. The best part? You don't even need to have just given birth to win! Just follow the instructions here:

A Fabulous Luxury Giveaway!!



Juno Lucina is a Jewelry designer whose line of "Push Present" style jewelry is designed for mothers who have recently given birth. Here she receiving publicity on e-commerce site Rose Pope Maternity.