

MEMORABLE. SPECIAL. EMOTIONAL. THE PUSH PRESENT REDEFINED.

BY KENNEDY CLARKE



The woman who just learned her firstborn is on its way. The super mom of three teens. The cherished grandma in the twilight of her life.

What each of these women has in common is that they all deserve a Push Present, a millennia-old tradition that honors new mothers and demonstrates the deep appreciation for their journey through pregnancy. Today, as in years past, the gift may have been only a bauble. But Juno Lucina has adopted and redefined the custom, becoming the only luxury jewelry house in the United States that commemorates the most important moment in a mother's life, with exquisite Push Present collections that are instantly recognized and universally admired. Owner and creator, Erik Kaplan, explains how his stunning creations represent an inimitable bond, a journey, and how they became personal for him.

Social Life: There are a lot of Push Presents on the market today with some surprisingly low price points. What sets Juno Lucina apart?

Erik Kaplan: My company has set the standard for luxury jewelry for more than thirty years, and we are one of the premier diamond houses in the country. In fact, for Juno Lucina we only use gold, platinum, and diamonds. Many have jumped on the bandwagon and use gem stones, birth stones, and other metals, but that's really below the bar for us. We aim to create pieces that will become a treasured heirloom for future generations.

SL: They sound exclusive.

EK: We set out to create the ideal Push Present for the exclusive customer! The average sale price for a Juno Lucina piece is around

\$1,500, but we obviously have high-end clientele who want to go more extravagant and spend around \$20,000 per piece. Our most extravagant Push Present sold for \$80,000.

SL: They are also so personal. Why did you spearhead this business?

EK: This brand really started about three years ago when I had my first child. It was the first time that I had heard about Push Presents, so I realized there was a real gap for the man who wants to get something special for the woman in his life. I had no idea, and I'm in the jewelry business!

SL: What do you think is the hardest part of the process for a spouse or significant other?

EK: That's easy. Wondering if she's going to like it. Generally, a guy will go shopping with his wife and mentally bookmark things for a later purchase. A Push Present is daunting and can cause doubt. This brand eliminates doubt for men — or any significant other — because they know: Wow! This company has really done something that makes sense, and it's luxurious.

SL: Is a Push Present only for new mothers?

EK: We see Push Presents bought for women who are about to give birth as well as gifts for grandmas who didn't receive a gift when they were younger. There are many women who buy them for themselves, at various stages in life. It's a symbol of what a woman goes through to become a mother, but there are no barriers to when to celebrate that.

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