

H.Samuel The Jeweller Provides In-Store Proposal Packs For Romantic Men

H.SAMUEL
THE JEWELLER

helps you say it better

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H.Samuel, Britain's biggest chain of jewellers is kitting out its shops with 'proposal cushions' to cater for men who suddenly go down on one knee in their stores.

The spontaneous acts of romance have tripled in branches of High Street giant H.Samuel in the past year, often by men acting spontaneously when they see sight of trays of engagement rings. Store staff have now been provided with a 'proposal pack' including a soft cushion and a bottle of bubbly to make it more comfortable and romantic for the men caught up in the moment.

The pack also includes a pack of tissues to dry any tears from emotional women as they, hopefully, say yes. The pack will be given to any love-struck couple who get engaged in the store, as long as they buy a ring from the new Christmas Kisses range. The novel innovation came after H.Samuel, which has more than 300 branches, noticed a rise in the number of proposals actually taking place in its shops.

Modern women want to choose their own [diamond ring](#), so traditional proposals where a man suddenly produces a diamond and gets down on one knee are not as commonplace as they once were. Instead, couples go to stores to look at the available range, the guy buys the ring his girlfriend has chosen, and pops the question later. So many men get caught up in the moment when they go into the store that a growing number are getting down on one knee and proposing there and then, even when there are other customers about.

Kevin Ryan, stores director at H.Samuel said: "In-store proposals are proving increasingly popular with our customers. It seems that if a couple come in to look at



a ring together, the moment just seems right to propose. Our staff are getting quite used to dealing with emotional women whose partners spring a marriage proposal surprise on them there and then."

The high street jeweller said it used to get around 10 proposals in store a year, but this has nearly trebled in the past 12 months. H.Samuel reckons this is because more men are now choosing an engagement ring with their partners by their side, rather than risk buying one that is not liked.

The proposal pack of soft cushion, mini bottle of Moet & Chandon champagne and tissues is being launched to mark a new romantic collection of diamond jewellery out before Christmas, traditionally the most popular time for engagement proposals.

Mr Ryan said: "Engagement proposals in store certainly cheer up our staff and one of our sales staff was invited to be a flower girl at the wedding of a couple who got engaged in our Kings Heath branch in Birmingham.

"Men have told us it is easier to choose a ring with their girlfriend so they don't risk having to exchange it.

"We hope that our proposal packs – including our soft cushion to kneel on – will help to remind men to get down on one knee when they want to propose marriage to their partner."

About

H.

Samuel:

H. Samuel is the nation's favourite High Street Jeweller with over 350 stores and a retail website at www.hsamuel.co.uk. Featuring an incredible range of branded watches, H. Samuel also has a stunning range of jewellery, collectibles and gifts for all occasions, offering something for every taste and style. H. Samuel is part of the Signet Group, the world's largest speciality retail jeweller.

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