

MARKETPLACE FOCUSES ON JEWELRY FROM EX-BOYFRIENDS

 WORK & LIFESTYLE

Most women have some: earrings, necklaces, rings or other jewelry given to them by an ex-boyfriend. Once treasured, the items become an irritating post-breakup reminder of a relationship gone bad. Fortunately, a new site offers a place to unload such relics from the past: ExBoyfriendJewelry.com. Launched in February, ExBoyfriendJewelry.com facilitates the buying and selling of “ex” jewelry, as well as providing a place for users to share the stories behind it. Along with basic details such as description, condition and price for each item—including a “for good karma give away” option—users are asked to provide the story behind it, such as whether the breakup was a bad or amicable one. They are also asked to provide a rating, such as “Loved it but just can’t stand to see it anymore,” “Great gift, wrong guy” or “New boyfriend asking questions.” ExBoyfriendJewelry.com’s blog section currently features thoughts from the team behind the site—favourite “post-breakup activities,” for example—but will soon be expanded to permit users to blog as well. Items for sale on the site range from a USD 20 beaded necklace to a USD 11,000 diamond engagement ring. For users who received something other than jewelry from their ex, there’s also a category entitled “Gifts that should have been jewelry.” Once they’ve sold their goods, users can even donate some of the proceeds to the Susan G. Komen Breast Cancer Foundation through a button on the site. Los Angeles-based ExBoyfriendJewelry.com does not charge any fees or commissions, and it does not get involved in sales facilitated on the site (eventually, it aims to be ad-supported). By early May, the site had already reached almost 3,500 registered users. There are similar sites out there—Ex-cessories.com, for example, which does charge listing fees and commissions, FromMyEx.com—but ExBoyfriendJewelry.com’s emphasis on the stories behind the jewelry makes it less a pure marketplace and more a community. Purveyors of female-focused goods and services: this is an advertising opportunity you won’t want to miss! Spotted by: Maria Dahl Jørgensen and Philip Hoffman

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