



ACCORDING TO A SURVEY BY NRF*, AMERICANS WILL SPEND APPROXIMATELY **19.7 BILLION** CELEBRATING THE HOLIDAY OF LOVE.

54.8% OF CONSUMERS WILL CELEBRATE VALENTINE'S DAY

Luxurious Gifts

COST OUR PLANET MORE THAN YOU KNOW

TOP GIFTS

48% OF CONSUMERS WILL PURCHASE CARDS SPENDING A TOTAL OF \$1.1 BILLION



Rekindle some childhood happiness and grab the scissors, pretty paper, glitter and glue. Make your own Valentine's Day card. You'll save and it means more.



50% PLAN TO BUY CANDY, SPENDING A TOTAL OF \$1.7 BILLION

Try your culinary skills out making your own chocolates. Not Vosges Haut material? Not to worry, Fair Trade has a great assortment of chocolates to choose from. Just remember to recycle the wrapper after you devour them.



38% PLAN TO GO OUT FOR DINNER/ A SHOW, SPENDING A TOTAL OF \$4.5 BILLION

Grab some fresh herbs, colorful fruits & veggies that look good and taste great. Make a romantic dinner date night at home. After that, make it a couch movie night for two. The quality time will be inexpensive yet meaningful.

36% PLAN TO BUY FLOWERS, SPENDING \$1.9 BILLION



Make your purchase at your local florist or farmer's market to prevent the CO₂ emissions that come from having them shipped.



20% PLAN TO BUY JEWELRY, SPENDING \$4.4 BILLION

Nothing makes for a better gift of love than a gift that was made from love. There are plenty of jewelry making DIY kits



14% PLAN TO PURCHASE APPAREL SPENDING \$2 BILLION

There are many places to make eco-friendly clothing purchases these days. Vintage boutiques often sell high end designer pieces for way less and you can trade them in after you're done with them.

AVERAGE AMERICAN SPENDING ON VALENTINE'S DAY

2001	2008	2015	2016
\$82.60	\$122.98	\$142.31	ESTIMATE
			\$146.84

Let's make it a Happy Valentine's Day for earth too.

* National Retail Federation

Created by USAgain - a clothing recycling company
www.usagain.com

