

On March 14, Sales at Some Stores and Restaurants Will Rise 30-50% and It Isn't for the Reason You Might Think



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LAKE CHARLES, La., March 10, 2017 /PRNewswire/ -- Valentine's Day, the holiday for love, has become a \$20 billion dollar holiday for profit, and continues to grow by over a billion dollars each year. It is commonly accepted as a "women's" holiday and men race to buy flowers, chocolates, and other presents for their significant other. Valentine's Day is a big deal for the retail industry.

And if one is good, then two must be better. The success has prompted the creation of a second holiday, exactly one month later, on March 14.



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Known as "National Guy's Valentine's Day", this holiday began in 2002, to "turn the tables" and let men be pampered and spoiled. It is the day for ladies to show their partner just how much they appreciate them!

And yes ladies, it was created by guys!

LoveWorks Stores have seen this holiday grow from a few participants to a huge dedicated following, bringing hundreds of repeat customers back year after year.

The store's hip manager, who is affectionately known on the internet as "Madame Red" describes the holiday as a fun event. "This event really changes the atmosphere in our stores. Usually the ladies are in charge of what is purchased. But on National Guy's Valentine Day, they let the guys choose whatever naughty gifts they want. It is such a fun day to work in an adult boutique!"

Along with the special shopping event, guys often request a steak dinner at a local restaurant as part of their "Valentine Wishes". Anyone trying to get a last minute reservation for March 14, already know just how busy the steak-houses are!

Although retailers are looking for the financial boost that this "second" Valentine's Day generates, Madame Red had a few suggestions for those not wanting to break the bank.

"Get creative. Create an "I Love You" coupon book - with different naughty and nice coupons, such as a 1 hour back or foot rub, control of the TV remote for one week, or one free car wash dressed only in your swim suit. There are ways to have fun and keep the spending under control!"

National Guy's Valentine's Day is March 14. Better make your plans fast and be sure to celebrate this second great day for lovers.

About LoveWorks

LoveWorks Lingerie is celebrating its 25th year as an award-winning adult boutique, with stores in Louisiana and Texas. The stores were designed by women, for women and staffed by women! For more gift ideas, visit us online at <http://loveworks.com/march14>.

Loveworks Lingerie & Gifts

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