



13 Feb 2010 1310

THOMAS BOYD/THE OREGONIAN

Retail industry experts make grand statements on what's in or what's out for Valentine's Day every year, but Seasons Koll, the owner of Presents of Mind in Southeast Portland, says what never changes is the last-minute nature of the holiday of love, which is Sunday. Business has been building all week, she says, and she's gearing up for a busy weekend.

This year, the average person will spend \$103, nearly 0.5 percent more than last year, the National Retail Federation reports. Total Valentine's Day spending among adults will be about \$14.1 billion. As in the past, the federation predicts the average man will spend nearly twice as much as a woman – about \$135 versus \$72.

Top: Byron Coven constructs an arrangement of tulips late Friday afternoon at City Flowers and Interiors in Portland's Old Town. Though roses are popular on Valentine's Day, he says, the shop gets a larger share of custom orders featuring tulips, orchids and lilies.

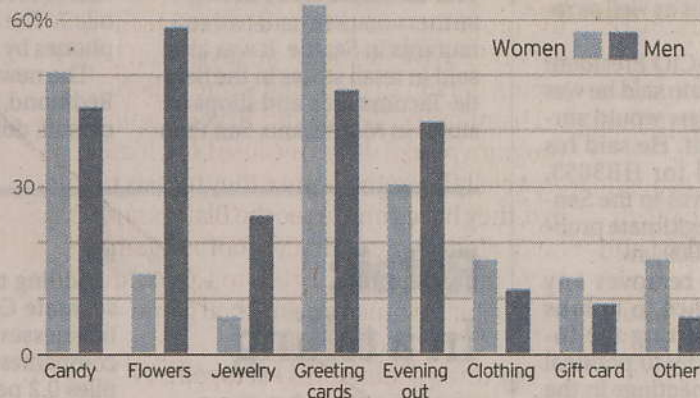
Below left: Suzie Hoffman looks for just the right card at Presents of Mind, a card and gift boutique on Southeast Hawthorne Boulevard.



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Valentine's Day variances

A recent survey of more than 9,500 adults nationwide found that men and women differ in what they think best says "I love you."



Source: BIGresearch for National Retail Federation

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