

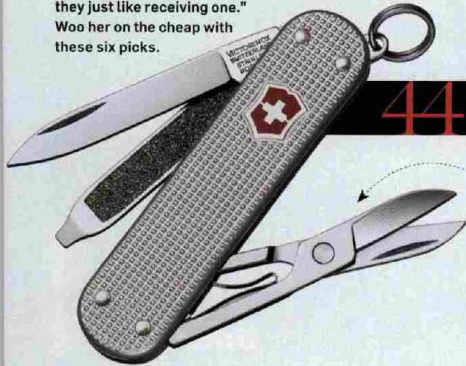
Buy her love

"Gift givers think, 'The more I spend, the more the gift will be appreciated,'" says Frank Flynn, an associate professor at the Stanford University graduate school of business. "But our studies show that people don't care about a gift's cost—they just like receiving one." Woo her on the cheap with these six picks.

Calvin Klein Boyfriend Short Panty
A G-string earns you a glare. A pair of these feminized briefs wins you boyfriend points, redeemable in bed. \$16, cku.com

Feelgoodz Flip-flops
Built from 100 percent rubber, these cruisers are breathable, unlike the flimsy foam used in other sandals. \$20, feelgoodz.com

MUJI Chronotebook
Each day appears as an analog clock, one page for a.m. and one for p.m., leaving room for notes. Top it off by penciling in a date night. \$6, muji.us



44 PERCENT OF MEN SAY THEY'RE MORE LIKELY TO BUY GIFTS THAT ARE LESS EXPENSIVE BUT MORE CREATIVE

Victorinox Classic SD
Never underestimate the sexiness of practicality. She'll think of you every time she needs a nail file... or toothpick. \$18, swissarmy.com

Canus Goat's Milk All Natural Moisturizing Lotion
Goat's milk is absorbed quickly, so she's happy, not greasy. \$11, walgreens.com

Crate&Barrel Ona Vase
Give her this handblown circular glass vase and promise you'll always keep it filled. \$19, crateandbarrel.com