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### Valentine's Day Cutbacks

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Posted: 4:18 AM Feb 15, 2008  
Last Updated: 2:13 PM Feb 15, 2008  
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Valentine's Spending



As the old saying goes, love is blind -- but it was crystal clear that Michigan's crumbling economy didn't stop customers from lining up for their loved-ones this Valentine's Day.

A | A | A

"It seems like it's a good investment," said Timothy Gendreadu.

Fabiano's Homemade Candies had four extra workers on hand to serve customers waiting in a ten minute line. They say the love in the air means more money in their pocket.

"People still buy chocolates because it's an affordable product, it's a feel good product, and we have not seen any cut-backs."

But some customers won't spend the big bucks this year -- hoping it's the thought that counts.

"Part of it's the economy, you just want to be a little bit more conservative, and you want to kind of spread that message throughout the household," Gendreadu said.

Becky Beauchine Fulka Fine Jewelry says its been a busy day since this morning, but shoppers are being smart about their spending.

"People are planning more before they spend that money," said Chantelle Deimling, a salesperson at the store.

And economic experts say that's the right mentality, because often the more romantic the gesture, the bigger the waste of money.

"It's kind of part of the economics of romance. The greater sacrifice you're making -- the more romantic it is, almost the less useful the gift is."

Alex Rosaen of Anderson Economic Group says the extra Valentine's Day boost could be just what some Mid-Michigan businesses are in need of.

"For some businesses this is probably like tax season for accountants, where they're really counting on valentine's day," said Rosaen

But economy aside Cupid's arrow has still struck Mid-Michigan residents, hoping to buy on a budget.

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