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But if you're looking for the gift that should really show you care, how about buying shares of stocks for your romantic partner? More specifically, why not buy shares of companies with a romantic theme, say a flower delivery firm or brand-name jewelry retailer?

Brent Wilsey, a 30-year investment professional who has \$170 million in assets under management at Wilsey Asset Management, thinks "romantic" stocks-as-gifts is a great idea.

In fact, Wilsey has already assessed several public companies whose earnings "thrive on our collective yearnings," he explains.

Some of those Valentine's Day-themed picks he likes, and some he doesn't.

On the "buy" side are two romance-themed selections, Michael Kors (**KORS**) and Build-A-Bear Workshop (**BBW**).

"In early 2014 Kors was trading above \$100 per share," Wilsey says. "Since then,

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