

## **Buyer's Guide**

### **Landing page platinum**

Platinum is eternal. It is the perfect gift to celebrate love. Naturally white, this pure metal does not tarnish or wear away with time and lasts forever.

Each piece of platinum jewellery comes with a Quality Assurance Card and bears the purity hallmark of "Pt 950" stamped inside the piece.



## Platinum jewellery buyer's guide

An insider's guide to the world's most precious jewellery metal.

Precious platinum is the perfect choice for the woman of today – it is beautiful, versatile and elegant, yet it has hidden strength and resilience. Choosing precious platinum is the perfect way to express your own individuality, strength and style. This guide answers the questions you might have when choosing your platinum jewellery.

## Platinum qualities

### **ETERNAL**

Platinum is eternal, with everlasting radiance and durability.

- Platinum's unequalled durability and resistance to wear makes it the most secure and protective metal, which means your jewellery will be protected for a lifetime of wear.
- Platinum does not change shape or wear away so precious stones are held firmly and securely.
- The density of platinum makes it more durable than other jewellery metals.

### **PURE**

Platinum is pure, naturally white and is kind to the skin.

- Platinum is a naturally white metal so it will not cast any of its own colour into a diamond.
- Usually 95% pure (by comparison 18 karat gold is 75% pure), platinum never fades or tarnishes but keeps its natural white colour for a lifetime.
- As platinum is so pure, it is naturally hypoallergenic and ideal for those with sensitive skin.

### **RARE**

Platinum is rare, a treasure coveted by influential individuals for centuries.

- Found in very few places around the world, platinum is 30 times more rare than gold.
- Platinum jewellery is exclusive, a statement of individuality, and desired by those in the know.

## VERSATILE

Platinum is versatile, with remarkable qualities that have led to astonishing applications.

From Fabergé to Cartier, the world's greatest jewellery designers have always preferred working with platinum. Its remarkable pliability allows it to be drawn out to a fine wire, enabling the creation of intricate platinum mesh accessories which could not be fashioned from other precious metals.

## Platinum & precious gems

### Diamonds

With a white luster that never diminishes, platinum enhances a diamond's sparkle. Platinum's superior durability means that it is the most secure setting for precious stones.