

Frequently Ask Questions

Platinum & other metals

What is the difference between platinum and white gold?

Platinum is a naturally white metal that will never lose its brilliant lustre. White gold is an alloy created using yellow gold. White gold looks similar to platinum, but it usually needs to be re-plated over time to maintain its white colour, adding additional expense.

How do I know that a piece of jewellery is made of platinum?

All platinum jewellery is hallmarked. There is a symbol or mark that has to be displayed on a piece of jewellery to indicate that it is high purity platinum. In India, shown below is the mark to look for:

₪ 950

How can I distinguish platinum from other white metals?

Platinum is denser than gold, so an identical ring made in platinum rather than gold would be around 40% heavier.

Why is platinum more expensive than gold?

Platinum's rarity means that its price is invariably higher than that of gold. The process of making a piece of platinum jewellery also requires a higher level of craftsmanship.

Caring for your jewellery

Ensure your precious platinum pieces remain in perfect condition with advice and tips on jewellery storage, cleaning and maintenance. Look after your precious platinum jewellery and its looks will last forever.

Where should I keep my platinum jewellery when I am not wearing it?

Store pieces separately, in a jewellery box or chamois bag so they don't get scratched by other items.

How do I care for platinum jewellery?

Clean platinum in the same way you clean other fine jewellery to maintain its fine appearance and ensure that it lasts. Either use a mild solution of soap and warm water, and gently rub it with a soft cloth, or buy a jewellery cleaning solution.

Will platinum jewellery scratch?

All precious metals scratch, and platinum is no exception. It is unique in that the metal is only displaced, not lost. Have your platinum jewellery polished if you are interested in maintaining a high shine. Look for an authorised platinum retailer for all adjustments, resizing, polishing and cleaning.

Can I wear my platinum ring while doing manual work such as cleaning or gardening?

Remove your platinum jewellery when undertaking heavy work. It is also advisable not to handle bleach or harsh chemicals when wearing your jewellery. Although they won't hurt the platinum, chemicals may discolor diamonds or gemstones.