

PLATINUM EDUCATION

Platinum 101

We recommend platinum, today and always. The world's rarest and most precious metal is celebrated for its unique characteristics.

Pure Platinum jewelry is 90-95% pure platinum compared to 14kT gold that is 58.5% gold. Platinum is a hypoallergenic metal meaning it is a perfect choice for those with skin sensitivities or allergies.

Rare Platinum is 30 times more rare than gold and only found in a few regions of the world. Finished jewelry made with platinum is alluring and unique, symbolizing intimate meaning to the wearer.

Strength Platinum is stronger and denser than most metals allowing it to withstand daily wear and hold your diamond or gemstone securely for years to come. Platinum is commonly seen in antique and vintage pieces showcasing that it is the chosen metal for jewelry meant to pass down to future generations.

Naturally White Platinum comes out of the Earth as a white metal, unlike white gold which is yellow gold that has been plated and alloyed to appear white. Its natural color accentuates the vibrant hues of the stones it embraces and will develop a rich patina (natural occurring satiny finish) jewelers celebrate as a mark of the metal's authenticity.



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