

PLATINUM

a better fit than white gold



PURE



Platinum is more pure

Platinum ■ 95% pure (approx.)

Gold ■ 18k gold, 75% pure

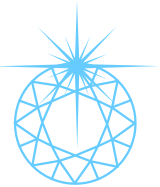
■ 14k gold, 58% pure

Platinum is hypoallergenic, making it ideal for sensitive skin. Many women are allergic to gold alloys, or it can irritate their skin. Because of its purity, Platinum doesn't irritate the skin, and many people that are allergic to metals will find platinum does not cause any irritation.



RARITY

Platinum is 30 times more rare than gold.



PATINA FINISH

Over time, Platinum will develop a "patina" finish, a duller white finish that many customers desire.



NATURALLY WHITE

Naturally white color complements diamonds as it will never cast any of its own color into diamonds and gemstones.

PERMANENT COLOR



Unlike gold, platinum doesn't change color as it is a naturally white metal. Aside from an occasional polish, there is almost no maintenance involved.



10-Year old platinum ring vs. 2-year old white gold ring

MORE DURABLE



Platinum is more durable than gold. The strength of platinum is important for securely holding precious stones.

DENSER



Platinum is denser than other precious metals (60% heavier than karat gold). Its weight feels more substantial to the wearer, serving as a constant, subtle reminder of its superior qualities. It also helps prevent top-heavy rings from spinning on your finger.

ETERNAL



Platinum can hold up much better during normal wear and will retain its original weight for years to come.

Unlike gold rings or jewelry, Platinum pieces will always have the same weight from when you start wearing them. The reason for this is because Platinum is so dense, and therefore durable, that when the metal gets scratched it gets displaced, whereas gold will just be lost. This is an important factor to consider when buying a ring that will be worn for a long time. Many times we see gold rings/jewelry become very thin over time.



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