

Prioritized Platinum Messaging

Formed when meteors crashed into the Earth two billion years ago, this most precious of metals is truly otherworldly. From the time of its unique beginnings, platinum has been revered for its strength and rarity, properties that are as relevant to today's consumers as they were platinum lovers of centuries past.

Key Platinum Qualities for Messaging

1. A Naturally White Metal
 - a. Won't cast color into diamonds and gemstones making it the perfect frame for diamonds and gemstones
 - b. Enhances the brilliance of diamonds and gemstones
2. It's Rare
 - a. 30x more rare than gold
 - b. As rare and unique as your bond
3. Unparalleled Strength
 - a. Platinum has been scientifically proven to be the metal which holds gemstones most securely
 - b. A metal as strong as your love for one another



Naturally White

Platinum is a great choice for engagement rings and wedding bands because it won't change color or fade. It symbolizes a relationship that will endure.



White gold
will fade
to yellow
over time

It's naturally white color also makes platinum the perfect complement to any diamond. Its neutral color allows it to enhance the brilliance of the stones. White gold, on the other hand, is actually yellow gold that has been alloyed and plated to appear white, and will turn yellow over time, which risks casting color into the gemstones.

Rare

Platinum is 30 times more rare than gold and like all rare things, platinum will hold its value over time. Because platinum is 30 times more rare than gold, you might expect it to be 30 times more expensive, but it is not! Platinum ounce prices are at historical lows, so take advantage of the value of platinum today.



Strength

Platinum's strength and durability make it the securest setting for diamonds and precious gemstones. A platinum prong offers better protection for diamonds than any other metals, providing peace of mind.



Platinum's strength lets it stand the test of time, so it's the perfect metal to protect your diamond through daily wear and tear, symbolizing a relationship that will endure.

If you look closely at a piece of well-loved platinum jewelry, you will notice a satiny finish on the surface that developed over time. This change in texture is known as "patina" and is celebrated by jewelry lovers and designers because it underscores the metal's authenticity.

Why Platinum?

Choosing platinum is a celebration of beauty, strength, rarity, and longevity. Not only do these elements factor into the construction of every piece of platinum jewelry, they also reflect a relationship built upon the same traits.

Platinum is a strong choice as a statement for an engagement ring– it's mix of beauty and durability, a great metaphor for marriage.



A **Platinum Crown** is an entirely platinum 'head' that sits on top of your engagement ring band and secures diamonds with its prongs. Platinum is the recommended metal of choice by leading jewelers for an entire engagement ring setting. However, if you prefer the overall look of yellow or rose gold, you too can (and should!) select a Platinum Crown for your ring because platinum's durability will hold the diamond more securely and naturally white color will not cast any color into your center diamond.

Everyone PREFERS Platinum!

P- Platinum Jewelry is more **PURE** (90-95% pure compared to gold that is 58%-75%)

R- Platinum is 30x more **RARE** than gold

E- Platinum is **ENDURING** and its qualities make it a perfect heirloom metal

F- Platinum is heavier than gold and **FEELS** significant

E- Platinum elicits a positive **EMOTIONAL** response

R- Platinum is **REAL WHITE**, unlike white gold that is yellow gold that has been plated and alloyed to appear white

S- Platinum holds diamonds most **SECURELY**