



*When **KING EDWARD VIII** renounced the British throne to marry **WALLIS SIMPSON**, it seemed then, as it does now, a story fairytales are made of. Shortly after his resignation, the besotted Edward, gifted his beloved a **platinum engagement ring** fit for a queen, who would only be queen of his heart. The ring held a 19.77-carat rectangular emerald. The couple sacrificed it all for their undying love and spent the rest of their lives in exile. They are buried beside one another in the royal burial grounds of Windsor Castle.*

This Valentine's Express your Everlasting Love with Platinum

Enchanting expressions of love with a range of precious and rare platinum jewellery

January 18, 2011: Platinum is symbolic of love. It is one of the most enduring metals that can perfectly commemorate love. Since time immemorial, this metal with its moonlike luminescence is so precious and rare just like your love, it is one of a kind. So what better than the very best metal platinum that is uncommon, precious and rare to express your love this Valentine's?

These enchanting expressions of love make perfect gifts and are sure to strike a chord. Choose from a wide range of desirable platinum jewellery pieces which will compliment your loved one with platinum love bands, earrings, chains and pendants, necklaces and bracelets.

Platinum Love Bands – Seamless platinum love bands with channel set calibrated diamonds symbolising the circle of love when joined together, made to match. They truly embody lasting commitment and is the perfect promise of everlasting romance. After decades of being together, a glance at your platinum love bands will confirm that they are as precious today as they were on the day you exchanged them. Platinum's innate strength will ensure that your precious stones are securely held through a lifetime of wear.



Platinum earrings – There is always an anticipation that leads up to Valentine's Day. These intricately designed elegant platinum earrings symbolising facets of water, gleaming with diamond drops with satin finish and laser cut forms will surely bring out the hopeless romantic in you. They are ideal for that soft feminine look.



Platinum Chain & Pendant - Platinum has been synonymous with celebration of love the world over and this delicate chain and pendant is sure to make her feel very special this Valentine's. An inspiration from Grecian art, versatile platinum sculpted into thin wires holding diamonds securely to create a magnificent pendant. True connoisseurs know perfection when they see it.

Platinum jewellery is available across leading jewellery retail stores in India. In order to assure consumers of the purity of platinum jewellery, Platinum Guild India Pvt. Ltd. has appointed Underwriters Laboratories (UL Inc, USA) to audit and monitor its Quality Assurance Scheme. Under this scheme, all authentic platinum jewellery in India comes with a Quality Assurance Card and bears the purity hallmark of "Pt 950" stamped inside the piece. This also serves as an assurance of a 'buy back' programme.



Look for the Pt 950 engraving as a hallmark of purity on every platinum jewellery

About Platinum Guild:

Founded in the year 1975, Platinum Guild International (PGI) is dedicated to promoting platinum jewellery to the consumers and the jewellery trade worldwide. Headquartered in London, PGI has offices in each of the world's major jewellery markets - China, Japan, Germany, India, Italy, UK and the USA. Mr. James Courage is the worldwide CEO for Platinum Guild International.

Platinum Guild International set up its India Office in September 2000, with head office in Mumbai and branch office in Chennai. Platinum Guild India runs a comprehensive marketing programme to build desire for platinum jewellery in India. It provides platinum Retail Sales Training and conducts a unique Quality Assurance programme to ensure quality and purity of platinum jewellery amongst consumers and trade. Over the years Platinum Guild India has increased the number of authorized outlets retailing platinum jewellery to over 550+ from a mere 12 outlets in 2000.

For further details and also a list of platinum jewellery retailers in India log on to: www.preciousplatinum.in

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