

Get the royal look with precious and rare platinum

Royal wedding jewellery then and now

Mumbai, 16th April, 2011: Platinum was what added that special touch of elegance and distinction to Kate's wardrobe when the vows were exchanged. You don't need to be a princess to indulge yourself with regal jewellery, like the platinum pear shaped drop earrings that spelled understated elegance, which adorned Kate Middleton on the most special day of her life.

This is not the first time platinum has made an appearance in royal jewels. Michael O'Connor, jewellery expert says, "The unique blend of modern, vintage and heirloom pieces of platinum jewelry from both her family and from William's family chosen by Kate illustrate the couple's desire to marry today's elements with the durability and traditions of yesterday. The choice of the platinum and diamond Halo tiara by Cartier, was originally designed for the Queen Mother and then handed down to the Queen (then Princess Elizabeth) combined with newer pieces such as the platinum and diamond pear shaped drop earrings designed by Robinson Pelham (a present from Kate's parents), and the iconic sapphire and diamond engagement ring, once owned by Princess Diana, illustrate the bond of family and the lifetime legacy that quality platinum jewelry provides. Kate's jewellery style truly exemplifies that of a modern yet sophisticated royal bride."

Platinum has always been the metal of the kings, and also has been used for ceremonial jewellery as long ago as 100BC, with South American Civilizations including the Incas. From the Maharajas of India to royalty the world over, this extremely precious metal has featured in the royal repertoire and handed down from generation to generation. Today platinum is fast becoming the metal of choice for those who want the very best.

With precious and rare platinum make every day the most special day of your life, and feel like a princess. From beautiful pendants to elegant necklaces inspired by floral and timeless royal motifs, every piece is classy and elegant. It is perfect for a boardroom meeting, a friend's birthday, a relaxed Sunday Brunch with family or a special date with your loved one.

Platinum Guild India Quality Assurance Programme

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.

To view the latest platinum jewellery designs please visit –

<http://www.preciousplatinum.com/en/design-gallery.aspx>

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.

For further details log on to: www.preciousplatinum.in