

PLATINUM JEWELRY BUYER'S GUIDE



Platinum Qualities

Celebrate your love with the enduring and timeless beauty of platinum. 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.

NATURALLY WHITE COLOR

THAT DOESN'T FADE OR CHANGE COLOR

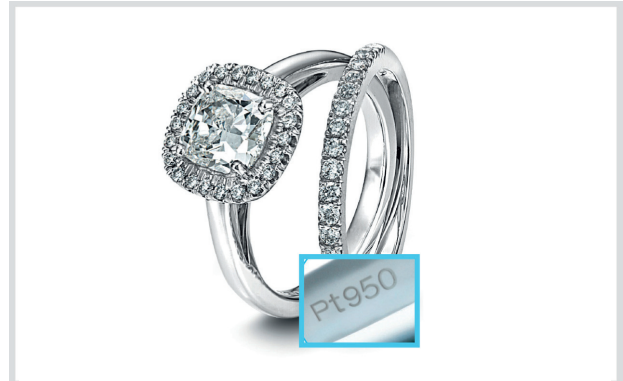
Platinum, a naturally white metal, will never fade or change color. White gold will yellow over time, requiring its rhodium plating to be replaced every 12-18 months to maintain a white appearance. The optimal setting for diamonds is platinum, a naturally white metal that won't ever reflect color into the diamond. Platinum enhances the brilliance of diamonds and other gemstones.



10-YEAR OLD PLATINUM RING VS.
2-YEAR OLD WHITE GOLD RING

90% TO 95% PURE

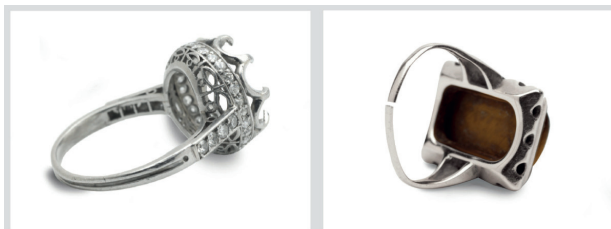
Typically 95% pure, platinum is one of the purest precious metals. White gold, which is either 58% or 75% yellow gold, is mixed with non-precious metals such as nickel, and then rhodium plated to give it a white appearance. Platinum's purity makes it naturally hypoallergenic and ideal for those with sensitive skin.



PLATINUM HALLMARK

DURABLE ENOUGH FOR EVERYDAY WEAR

A platinum engagement ring and wedding band is everlasting, perfect for a lifetime of everyday wear. Platinum's density makes platinum highly durable, so it doesn't wear away over time. White gold loses little slivers of metal with every scratch, requiring many rings to be reinforced or re-shanked to replace metal that has worn away.



VINTAGE PLATINUM RING

WHITE GOLD RING

HOLDS DIAMONDS SECURELY

Platinum's strength and durability makes it the most secure setting for diamonds and precious gemstones. Platinum prongs offer better protection for diamonds, which is why the world's most significant diamonds, from the Hope Diamond to the 60-Carat Taylor-Burton Diamond, are all set in platinum.



14K NICKEL WHITE GOLD

PLATINUM PRONGS



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Platinum vs White Gold & Other Metals

Not all white metals are equal. Did you know that white gold is mined from the earth yellow and must be chemically treated to appear white? White gold fades bringing forward its natural yellow tone, whereas platinum is naturally white and will never fade or change color over time. The beauty you see in your ring today will remain forever because of platinum's unchanging nature.

This chart outlines some of the additional factors to consider when making the choice that's best for you.

The metal	Platinum	White Gold (14kt/18kt)	Palladium
won't change color	●●●	●	●●●

Unlike white gold, platinum is a naturally white metal which will not change color over time.



The metal	Platinum	White Gold (14kt/18kt)	Palladium
is pure	●●●	●	●●●

Platinum is usually 95% pure in jewelry. (by comparison 18 karat gold is 75% pure and 14 karat is 58.5% pure)



The metal	Platinum	White Gold (14kt/18kt)	Palladium
won't wear away	●●●	●	●●

Platinum does not change shape and loses very little metal to everyday wear so your jewelry will last a lifetime.



The metal	Platinum	White Gold (14kt/18kt)	Palladium
is hypoallergenic	●●●	●	●

Platinum's purity makes it naturally hypoallergenic, so even sensitive skin can wear platinum jewelry every day.



The metal	Platinum	White Gold (14kt/18kt)	Palladium
holds diamonds securely	●●●	●	●

Platinum's durability means precious stones are held securely in place for a lifetime - in fact platinum prongs are often used in rings made of less durable metals!



The metal	Platinum	White Gold (14kt/18kt)	Palladium
is rare	●●●	●	●●

Found in very few places around the world, platinum is 30 times more rare than gold.



The metal	Platinum	White Gold (14kt/18kt)	Palladium
feels significant	●●●	●●	●

Platinum is incredibly dense – at least 60% heavier than other precious metals.



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Planning & Budgeting

“HOW MUCH SHOULD I SPEND?” IS A COMMON QUESTION.

When budgeting for engagement rings, a general rule of thumb is two months salary, but it comes down to what you are comfortable with. Using the guideline of two months salary, we've created the Engagement Ring Budget Calculator located on preciousplatinum.com, to show you examples of ring designs that may fit within your budget.

An engagement ring purchase is typically done in two stages: selecting the diamond and selecting the setting. While the majority of your budget will go toward the diamond, remember the setting is equally important, since it's what will hold your diamond - your major investment - securely forever.



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What to look for in a Platinum Ring

The selection of an engagement ring is an important decision, for the most meaningful relationship of your life. The enduring, never changing nature of platinum makes it the perfect choice for your bridal rings. However, there are four other important components of the ring to consider.



PLATINUM ENGAGEMENT RING SETTING STYLES:

Platinum is the most secure setting for diamonds and precious gemstones. There are a variety of setting styles, each lending the ring part of its unique personality.

PLATINUM BAND STYLES:

There are a number of considerations in the ring band, including various design elements and finish options.

PLATINUM, DIAMONDS & GEMS:

When a ring contains diamonds or gemstones, these will account for the greatest portion of the ring's cost. The size, color, clarity and cut (known as the 4Cs) will directly affect the price and value of the ring.

HALLMARK:

The hallmark identifies the type and purity of the metal used in the setting. All platinum jewelry is hallmarked. There are a number of symbols or marks that have to be displayed on a piece of jewelry to indicate that it is high purity platinum. Here are some examples of the platinum marks to look for:

PLATINUM or PLAT

PT950
950PT
950PLAT
PT900

900PT
900PLAT
PT999
PT850



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How to Care for Platinum Jewelry

WILL PLATINUM JEWELRY SCRATCH?

All precious metals scratch, and platinum is no exception. It is unique in that the metal is only displaced, not lost. Have your platinum jewelry polished if you are interested in maintaining a high shine. Look for a qualified jeweler or platinum trained bench worker for all adjustments, resizing, polishing and cleaning.

WHERE SHOULD I KEEP MY PLATINUM JEWELRY WHEN I AM NOT WEARING IT?

Store pieces separately, in a jewelry box or chamois bag so they don't get scratched by other items.

HOW DO I CARE FOR PLATINUM JEWELRY?

Clean platinum in the same way you clean other fine jewelry to maintain its fine appearance and ensure that it lasts. Either use a mild solution of soap and warm water, and gently rub it with a soft cloth, or buy a jewelry cleaning solution.

CAN I WEAR MY PLATINUM RING WHILE DOING MANUAL WORK SUCH AS CLEANING OR GARDENING?

Remove your platinum jewelry when undertaking heavy work. It is also advisable not to handle bleach or harsh chemicals when wearing your jewelry. Although they won't hurt the platinum, chemicals may discolor diamonds or gemstones.

HOW WILL MY PLATINUM RING LOOK YEARS FROM NOW?

All precious metals age with daily wear. Over time, platinum develops a rich finish, called a patina, but it doesn't wear away. Many people prefer the patina look, but you can have your platinum jewelry polished if you are interested in maintaining a high shine. Look for a qualified jeweler or platinum trained bench worker for all adjustments, resizing, polishing and cleaning.

