

PLATINUM WEDDING BAND 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

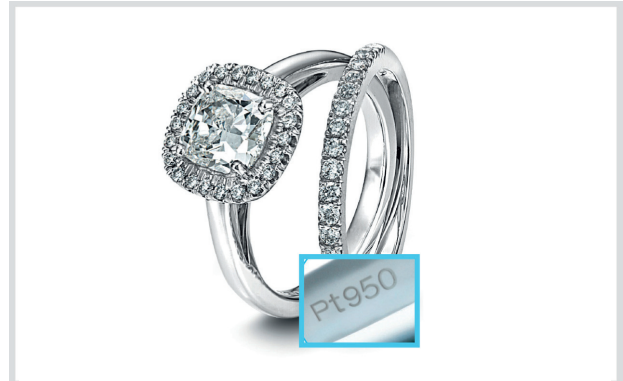
Platinum, a naturally white metal, will never fade or change color. White gold will yellow over time, requiring its rhodium plating to be replaced every 12-18 months to maintain a white appearance. The optimal setting for diamonds is platinum, a naturally white metal that won't ever reflect color into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

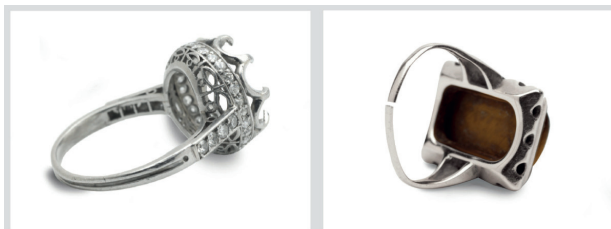
Typically 95% pure, platinum is one of the purest precious metals. White gold, which is either 58% or 75% yellow gold, is mixed with non-precious metals such as nickel, and then rhodium plated to give it a white appearance. Platinum's purity makes it naturally hypoallergenic and ideal for those with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

DIAMONDS

Platinum is a diamond's best friend. A naturally white metal, platinum won't reflect color into the diamond, and enhances the diamond's brilliance. Platinum also provides the most secure setting for diamonds and precious gemstones. The quality, value and cost of a diamond are determined by the 4Cs:

CUT

Refers to the angles, shapes and proportions of the diamond. These determine its fire and sparkle.

COLOR

Defines the degree to which a diamond is colorless, on a scale from D to Z. The more colorless the diamond, the more valuable it is.

CLARITY

Is determined by the number, size and position of inclusions and blemishes found in the diamond.

CARAT

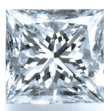
Describes the weight of the diamond, which is also related to its size. Smaller diamonds can be more expensive than larger ones depending on the quality of their cut, color and clarity.

DIAMOND SHAPES

There are seven basic types of cut for diamonds and colored gemstones, although your jeweler may also carry asscher, radiant or cushion shapes which are growing in popularity.



ROUND



PRINCESS



MARQUISE



PEAR



OVAL



HEART



EMERALD



COLORLED STONES

The use of colored gemstones is a growing trend in platinum jewelry. Yellow, pink and cognac diamonds and sapphires, emeralds and rubies give platinum jewelry a fresh, bold look. Colored gemstones can be incorporated as a way to represent your personal style, or a birthstone.



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Platinum Band Styles

Band styles offer a variety of design details and finishes, to create a unique reflection of your personal style. The following is a guide to some of the more common band design elements:

DESIGN DETAILS



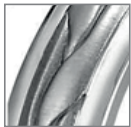
MILGRAIN

A raised, beaded line.



BEVELED EDGE

An angled edge with a contrasting or complementary finish.



WEAVE/BRAID

A raised design that resembles strands of metal woven together.



FILIGREE

An antique look using fine wire to create elaborate patterns such as rosettes, spirals or vines.

WIDTH

Standard widths are between 2mm and 6mm, but bands of up to 12mm can be ordered. Wider bands allow for more design details, including engraving.

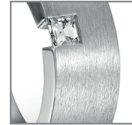


FINISH



POLISHED

A high shine finish.



MATTE

A brushed finish that has a smooth but less shiny surface.



SATIN

Also a brushed finish, but with a finer texture than matte.



STONE

A coarse brushed finish with a more rugged look than matte or satin.



HAMMER

A hand wrought appearance achieved by using the round end of a ball peen hammer to texture the band surface.

PROFILE



ROUND

The exterior of the band has a rounded appearance. Also called "classic" or "domed".



FLAT

Flat on both the interior and exterior surfaces.

COMFORT FIT

Curves to fit the finger, reducing rubbing and irritation. Available in either round or flat profiles.



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HOW TO DETERMINE YOUR RING SIZE

1. Select a ring that properly fits the intended finger. Engagement and wedding rings are traditionally worn on the ring finger on the left hand in the United States.
2. Place the ring over the circles below, matching the inside edge of the ring to the circle nearest in size. This measurement refers to the inside diameter of the ring.
3. You can also measure the inside of the same ring with a ruler as shown above and see what the measurements correspond to at the right. The measurements outside of the circle and to the right are calculated using sixteenths.

For example if you measured a size 3 ring with a ruler you would end up with 9/16. To come up with the size, divide 9 into 16 and you end up with .555"

4. If the ring falls between two sizes, order the larger size.

Size 3 14.1 mm .555"	Size 3.5 14.5 mm .571"	Size 4 14.9 mm .587"	Size 4.5 15.3 mm .602"	Size 5 15.7 mm .618"
Size 5.5 16.1 mm .634"	Size 6 16.5 mm .65"	Size 6.5 16.9 mm .665"	Size 7 17.3 mm .681"	Size 7.5 17.7 mm .697"
Size 8 18.1mm .713"	Size 8.5 18.5mm .728"	Size 9 19.0 mm .748"	Size 9.5 19.4 mm .764"	
Size 10 19.8 mm .78"	Size 10.5 20.2 mm .795"	Size 11 20.6 mm .811"	Size 11.5 21.0 mm .827"	
Size 12 21.4 mm .843"	Size 12.5 21.8 mm .858"	Size 13 22.2mm .874"	Size 13.5 22.6mm .89"	

PRINTING INSTRUCTIONS

- Before printing, ensure that page scaling is set to "none" on your print dialog box.
- If the measurement is not accurate, check that you are printing at full size (100%) and reprint.



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INTERNATIONAL RING SIZE CHART

Circumference (mm)	Diameter (mm)	UK, Europe, & Australia	United States & Canada	CN/SG/JP	HK	Switzerland
44.2	14.1	F	3	4	6	4
44.8	14.3	F½		5		5¼
45.5	14.5	G	3½		7.5	
46.1	14.7	G½		6		6½
46.8	14.9	H	4	7	9	
47.4	15.1	H½				7¾
48.0	15.3	I	4½	8	10	
48.7	15.5	J				9
49.3	15.7	J½	5	9	11	
50.0	15.9	K				10
50.6	16.1	K½	5½	10	12	
51.2	16.3	L				11¼
51.9	16.5	L½	6	11	13	12¼
52.5	16.7	M		12		
53.1	16.9	M½	6½	13	14.5	14
53.8	17.1	N				
54.4	17.3	N½	7	14	16	15¼
55.1	17.5	O				
55.7	17.7	O½	7½	15	17	16½
56.3	17.9	P				
57.0	18.1	P½	8	16		17¾
57.2	18.2				18	
57.6	18.3	Q				
58.3	18.5	Q½	8½	17	19	
58.9	18.8	R				19
59.5	19.0	R½	9	18	20.5	
60.2	19.2	S				20¼
60.8	19.4	S½	9½	19	22	
61.4	19.6	T				21½
62.1	19.8	T½	10	20	23	
62.7	20.0	U		21		
63.4	20.2	U½	10½	22	24	22¼
64.0	20.4	V				
64.6	20.6	V½	11	23	25	
65.3	20.8	W				25
65.9	21.0	W½	11½	24	26	
66.6	21.2	X				
67.2	21.4	X½	12	25	27.75	27½
67.8	21.6	Y				
68.5	21.8	Z	12½	26		28¼
69.1	22.0	Z½				
69.7	22.2		13	27	30	
70.4	22.4	Z+1				
71.0	22.6		13½			



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MEASURING YOUR FINGER

Your ring should fit your finger comfortably; snug enough so that it will not fall off, but loose enough to slide over your knuckle.

Finger size changes depending on the time of day and the weather. For best results measure your finger size:

1. At the end of the day and when your fingers are warm (Fingers are smaller in the early morning and when cold.)
2. Measure finger size 3 to 4 times to eliminate an erroneous reading.

Avoid using string or paper to measure ring size as these materials can stretch or twist, yielding an inaccurate measurement.

RING SIZES IN THE US

Women's rings typically range from size 3 to 9. The most commonly purchased women's ring sizes range from size 5 to 7. Size 6 is the most popular ring size.

Men's rings typically range from size 8 to 14. The most commonly purchased men's ring sizes range from size 8 to 10-1/2. Size 9 is the most popular ring size.

TIPS FOR BUYING THE RING AS A SURPRISE

Ask your significant other's friends or mother if they know her finger size. Borrow one of your significant other's rings (from the correct finger) and use the ring measurements above to determine its size.

INTERNATIONAL SIZE CONVERSION

If ordering from outside of the US or Canada, determine your ring size according to your country's standard. Then use the International Ring Size Chart to convert to the corresponding US ring size to place your order.

Fun Facts

- Platinum's purity makes it naturally hypoallergenic, which is ideal for people with sensitive skin or allergies.
- Because platinum is a naturally white metal, platinum will not change color or fade. It requires no maintenance to stay white, unlike white gold.
- The most famous diamonds in the world, such as the Hope Diamond and the Taylor-Burton 60-Carat Diamond, are set spectacularly and securely in platinum.
- If all the platinum ever mined were melted and poured into an Olympic-sized pool, the platinum would barely reach your ankles.
- All precious metals age with daily wear. Over time, platinum develops a rich finish, called a patina, but it doesn't wear away. You will rarely need to redshank or reinforce a platinum ring. In fact, as the metal is worked by wear, the surface area actually gets harder.



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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.

