



PLATINUM  
PURE • RARE • ETERNAL

## Platinum jewelry buyer's guide

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An insider's guide to the world's most precious jewelry metal.

Precious platinum is the perfect choice for the woman of today – it is beautiful, versatile and elegant, yet has it hidden strength and resilience. Choosing precious platinum is the perfect way to express your own individuality, strength and style. This guide answers the questions you might have when choosing your platinum jewellery.



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## Platinum qualities

### PURE

Platinum is pure, naturally white and is kind to the skin.

- Platinum is a naturally white metal so it will not cast any of its own color into a diamond.
- Usually 95% pure (by comparison 18 karat gold is 75% pure), platinum never fades or tarnishes but keeps its natural white color for a lifetime.
- As platinum is so pure, it is naturally hypoallergenic and ideal for those with sensitive skin.

### ETERNAL

Platinum is eternal, with everlasting radiance and durability.

- Platinum's unequalled durability and resistance to wear makes it the most secure and protective metal, which means your jewelry will be protected for a lifetime of wear.
- Platinum does not change shape or wear away so precious stones are held firmly and securely.
- The density of platinum makes it more durable than other jewelry metals.

### RARE

Platinum is rare, a treasure coveted by influential individuals for centuries.

- Found in very few places around the world, platinum is 30 times more rare than gold.
- Platinum jewelry is exclusive, a statement of individuality, and desired by those in the know.

### VERSATILE

Platinum is versatile, with remarkable qualities that have led to astonishing applications.

From Fabergé to Cartier, the world's greatest jewelry designers have always preferred working with platinum. Its remarkable pliability allows it to be drawn out to a fine wire, enabling the creation of intricate platinum mesh accessories which could not be fashioned from other precious metals.

Platinum is also in demand in other fields, including the automobile industry, most notably in catalytic converters.

Platinum is a life-saving metal: More than 50,000 people live healthily thanks to the platinum used in their pacemakers. Platinum is not affected by the oxidizing reaction of blood, it is compatible with living tissue and it has excellent conductivity.

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## Platinum & other metals

### What is the difference between platinum and white gold?

Platinum is a naturally white metal that will never lose its brilliant lustre. White gold is an alloy created using yellow gold. White gold looks similar to platinum, but it usually needs to be replated over time to maintain its white color, adding additional expense.

### How do I know that a piece of jewelry is made of platinum?

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	PT900
PLAT	900PT
PT950	900PLAT
950PT	PT999
950PLAT	PT850



### How can I distinguish platinum from other white metals?

Platinum is denser than gold, so an identical ring made in platinum rather than gold would be around 40% heavier.

### Why is platinum more expensive than gold?

Platinum's rarity means that its price is invariably higher than that of gold. The process of making a piece of platinum jewelry also requires a higher level of craftsmanship.

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## Planning & budgeting

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A piece of platinum jewelry is an investment that can be passed from generation to generation.

Your platinum engagement and wedding rings will evoke memories of the most important day of your life forever – remember to leave enough time to plan their purchase.

- When budgeting for engagement rings, a rule of thumb is two months' salary, but it comes down to what you are comfortable with. Bear in mind that most men do end up spending a little more than they originally intended.
- Although both will be equally as precious, the man's platinum wedding band often has a higher value than her wedding band. This is simply because his ring will tend to be larger and require more platinum.
- We recommend leaving at least four months to plan for your wedding rings, allowing sufficient time and budget for any personalisation or adjustments to create your perfect rings.



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## What to look for in a platinum ring

A platinum ring is precious. A platinum engagement ring is the perfect choice to mark the most important and meaningful relationship of your life. The design of your platinum ring is a very personal decision, however there are four general points to consider:



**GEMSTONE(S):** Where a ring contains one or more gemstones, these will account for the greatest portion of the ring's cost. The size, color, clarity and cut of a stone will directly affect the price and value of the ring.

See [Platinum & precious gems](#)

**SETTING:** A platinum setting is the most secure way to hold the stone(s), ensuring the ring endures a lifetime of wear. There are a variety of settings available, each gives the ring its unique style.

See [Platinum settings](#).

**BAND:** The band offers a wealth of considerations, from size, finishes to styles.

See [Finding your ring size](#) and [Platinum ring styles](#) to learn more.

**HALLMARK:** The hallmark identifies the type and purity of the metal used in the setting. All platinum rings bought in the US should be stamped with this information.

See [Platinum & other metals](#) to learn more

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## What to expect in store

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Find out as much as possible about platinum jewelry before visiting a jewelry store, you will be more confident in your choice if you are fully prepared.

In addition to the range of exclusive platinum designs, many jewelers can help you to create custom pieces of jewelry, so it is useful to be able to describe what you're looking for. Remember, any ring setting that you see can be created in platinum.

When shopping online, trust is an important factor – many customers prefer websites with an accreditation or well-known internet retailers.

See [Find a platinum retailer](#) to find your nearest recommended platinum retailer.

Don't be afraid to ask for a card or brochure, and return another day to make that purchase.



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## Caring for your jewelry

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Ensure your precious platinum pieces remain in perfect condition with advice and tips on jewelry storage, cleaning and maintenance. Look after your precious platinum jewelry and its looks will last forever.

### 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.

### 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.

### 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.



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