



PLATINUM
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Platinum engagement ring guide

Naturally white. The rarest of precious metals. A secure setting for diamonds. For an expression of love that will last a lifetime, platinum is the perfect choice. This guide answers the questions you might have when selecting your platinum engagement ring.



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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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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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Platinum settings

A setting not only holds the stone or stone(s), it is the foundation for your ring's design and individuality. It is essential to select a setting that reflects your personal style. Choosing a platinum setting will make a difference because it is unmatched in its ability to hold stones safe from the stress of daily wear. The natural white lustre of platinum also enhances the sparkle of a diamond as it doesn't cast any color into the stone.

The design of the setting depends on the shape of the center stone and gives the ring its personality.

PRONG/CLAW



A classic setting where the stone is visible from all sides for maximum brilliance.

CATHEDRAL/CONTOUR



The stone is held high by raised shoulders which help to protect the diamond.

BEZEL



The stone is framed in platinum, keeping it secure.

TENSION



Pressure holds the stone firmly in place allowing it to reflect maximum light.

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Platinum & precious gems

Diamonds

With a white luster that never diminishes, platinum enhances a diamond's sparkle. Platinum's superior durability means that it is the most secure setting for precious stones.

The quality of diamonds is determined by the "4 Cs":

CUT: refers to the angles and proportions of the diamond. These determine its fire and sparkle. Cut also refers to the shape of the stone – round, square, pear or heart, for example.

COLOR: defines the degree to which a diamond is colorless. The more colorless the diamond, the more valuable it is.

CLARITY: is determined by the number of inclusions (small markings found inside the diamond). The fewer the inclusions, the more valuable and rare the diamond is.

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.

Cut

There are seven basic types of cut for diamonds and colored gemstones. The most popular design features a center stone surrounded by diamonds or other precious gems. All the stones below can also be used as side stones, as well as baguettes and trillions.



Round

Princess

Marquise

Pear

Oval

Heart

Emerald

Colored stones

Some of the latest designs for platinum jewelry feature vibrant, colored gemstones. These yellow, pink and cognac diamonds and sapphires, emeralds and rubies give platinum jewelry a fresh, bold look. Some stones, including diamonds, come in different colors. See the chart below for a quick explanation of the different stones that are available in each color:



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Platinum ring styles

Platinum rings have become more reflective of personal style as new designs, personal touches, and creative possibilities are made available. The following is a guide to some of the elements you may want to consider when choosing your own platinum ring, whether to celebrate your engagement, your wedding or simply find the perfect platinum ring you will always treasure.

Width

Consider how wide the band of your platinum ring should be. Standard widths are between 2mm and 6mm, but bands of up to 12 mm can be ordered. Wider bands allow for more design details, including engraving.



Profile

Profile describes the shape of the exterior of the platinum band:



round profile is often called "classic" or "domed".



The flat profile is flat on both the interior and exterior surfaces.

Consider whether you want a round or flat profile. Both styles are available in the comfort fit, which curves to fit the finger, reducing rubbing and irritation.

Design

Platinum is known for its ductility and pliability, giving you plenty of scope to further personalise your platinum ring with designs.

Familiarise yourself with some popular styles.



Milgrain: A raised, beaded line.



Weave/braid: A raised design that resembles strands of metal woven together.



Beveled edge: An angled edge with a contrasting or complementary finish.



Filigree: Make the most of platinum's unique qualities using fine wire to create an antique look with elaborate patterns such as rosettes, spirals or vines.

Finish

A variety of finishes can be applied to the surface of a platinum ring. Matching finishes are popular for engagement and wedding bands, the most common being:



Polished:
A high shine finish achieved with polishing brushes and emery powder.



Matte or Brushed:
A smooth look that creates a textured finish.



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

Engraving

Platinum doesn't wear away over time so the possibilities for engraving are endless: from inscriptions on either the inside or outside of the band, to line designs and symbols, your chosen message will endure for all time.

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Finding your ring size



If you are planning to give a platinum ring as a surprise, here are a few tips to help find the recipient's ring size:

Ask a friend or family member that you can trust with a secret if they know her ring size.

If she wears a ring on her engagement finger, wait until she removes it and get an impression of it by imprinting it in soap or clay and take it to the jeweler.

Draw around the inside of the ring. Your jeweler can take an accurate measurement from this.

Push the ring as far down on your finger as possible and mark it with a pen; again the jeweler can take a measurement from this.

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What to expect in store

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

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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