



PLATINUM
PURE · RARE · ETERNAL

METAL MATTERS

Why Platinum is Better Than Gold for Your Jewelry Purchase

Choosing platinum is a celebration of beauty, strength, authenticity, and longevity. Not only do these elements factor into the construction of every piece of platinum jewelry, they also reflect a relationship built upon the same traits. If you're considering platinum to symbolize the start of your life's next chapter, read on to discover the qualities that set it apart from all other precious metals.

PLATINUM IS STRONG:

Its strength mirrors your relationship's bond

Platinum is one tough metal. In fact, it's much stronger and denser than gold. With a high concentration of platinum in its alloys—the term used to indicate mixtures of precious metals used in manufacturing—platinum is known for its ability to withstand daily wear without thinning. That's why it's the industry standard for a diamond's setting. A [Platinum crown](#) ensures that a diamond will be held securely.

Platinum's strength and longevity also make it possible for jewelry to be passed down from generation to generation. Platinum is a popular choice for [resetting heirloom jewelry](#) in order to extend the life of a gemstone or turn an antique piece into something new entirely.

PLATINUM IS NATURALLY WHITE:

Its color makes diamonds pop

Platinum is known for its natural white color—a truly white metal, unlike “white gold.” White gold is actually yellow gold that was mixed with other metals and then plated with rhodium to appear more white—a white mask that will unveil a yellow tinge over time. Platinum, on the other hand, will maintain its naturally white color.

When diamonds are set in platinum, their fire and brilliance are much more evident against platinum's “true white.” This is what makes platinum the ideal metal for setting diamonds in engagement rings, diamond bands, and other fine jewelry.

Platinum's true white enhances the appearance of gemstones, too. From rubies to emeralds to sapphires, [colored gemstones](#) appear more vibrant when they are secured in platinum.

PLATINUM IS TIMELESS:

Its style ages with grace

If you look closely at a piece of well-loved platinum jewelry, you will notice a satiny finish on the surface that developed over time. This change in texture is known as “patina.”

Platinum's [patina](#) is celebrated by jewelry lovers and designers because it underscores the metal's authenticity.

It's also a sign that the ring has strengthened from wear- platinum actually grows stronger every time it's scratched. All metals scratch, but when platinum is scratched metal moves aside. When gold is scratched tiny bits flake away.

PLATINUM IS PURE:

90-95% pure platinum is a hypoallergenic metal

It is recommended that you choose platinum that is 90-95% pure. Not only will the jewelry be durable and ensure the security of diamonds and gemstones, but this composition is also a great choice for those with sensitive skin or allergies to other metals, like gold.

How do you know the purity of your jewelry? Look for a stamp. In the United States, the Federal Trade Commission guidelines mandate jewelers stamp finished jewelry with the metal composition. To know if your jewelry is 95% or 90% pure, look for the following stamps:

- 95%: PLATINUM, PLAT, PT, PT950, 950PT
- 90%: 900PT

Did you know that 14 karat gold jewelry only has 58.3% gold in the jewelry's composition and 18 karat gold has 75% compared to platinum's 90 or 95%?

With so many advantages over other metals, it's no surprise that platinum enjoys a rich heritage. It was the precious metal of choice during the 19th and 20th centuries, and today it remains the superior choice for [engagement rings](#), [wedding bands](#), and [any piece of jewelry](#) in your collection that has a special meaning to you.

