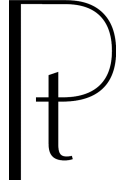


SUBJECT: THE PERFECT COUPLE: PLATINUM AND DIAMONDS	
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It is one of the greatest love stories of our time that has challenged even the most cynical. Diamonds set in Platinum, meld together like soul mates, irresistibly drawn to one another. The result is a union so perfect and so beautiful that it has no comparison.

A recent entrant into the jewellery market, Platinum has only been made into jewellery for a little over a century. Previously unrecognised for its potential for thousands of years, it was a lack of craftsmanship that left this rare metal relatively untouched by jewellers until the end of the 19th century. Once its properties were explored it was found that this metal would be the perfect setting for fiery diamonds. Partnership turned into true love: platinum, white with its bright shimmer, was able to kindle the valuable fire of the precious stone like no other metal.

In this aspect, platinum and diamonds make a unique combination. The gleam of platinum meets the white sparkle and they melt together to become the most beautiful expression of luxury, aesthetics and glamour. The world's most famous diamond - The Koh-i-noor is set in platinum and the only one from it's time to be set so. The reason behind it is the metal's strength and enduring nature that holds and secures diamonds best. It is for this reason that legendary jewellery designers across the world like Cartier, Tiffany and Faberge have crafted all of their timeless pieces in platinum.

Not quite as easy to find as gold, both platinum and diamonds are the most precious treasures on earth. They hide themselves in the deepest crevices and behind impenetrable rocks. At first glance both are inconspicuous. A diamond requires an expert hand to transform it from a dull rock to sparkling star. Much the same, platinum requires a special separating process from ore to present itself in its true beauty. And each one represents a superlative: Platinum is one of the most valuable, most precious and most rare of all metals; and a diamond, the greatest, hardest and most sparkling of all stones.

Platinum's love story with diamonds holds true for India as well. It is the home of the famous necklace of the Maharaja of Patiala, fabled to have been made for him

in 1928, from the contents of a box full of jewels. Today, this simple metal has become the symbol of beauty, elegance and luxury that has become a part of some of the most famous love stories.

The latest trend is the connection between impressively large diamonds, which are gloriously set as solitaires in platinum, decorating the hands, necks or ears of elegant ladies.

Have you begun your own love story yet?

For further information, please contact...

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