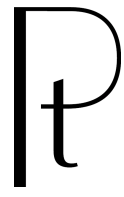


SUBJECT: PLATINUM: TODAY'S METAL OF CHOICE	
FROM THE DESK OF: Nisha Henriques, Manager – Marketing&Communications	

Platinum is pure, and an expression of integrity, a reflection of inner truth. Because it is generally 95% pure (18 karat gold is 75% pure), platinum jewellery does not fade or tarnish and looks the same as it did, the first time you held it in your hands. Its non corrosive nature ensure that you have a timeless piece on your hand and one that is hypoallergenic, so even those with the average itch to jewellery can wear it.

Platinum is rare Ideal for those with a discerning taste for perfection, this metal is the mark of luxe. There is very little platinum on this earth and it is found in few places around the world. This exquisite metal is 30 times rarer than gold. In fact, it is estimated that if all the platinum in the world were poured into one Olympic swimming pool it would be scarcely deep enough to cover your ankles. Gold on the other hand would fill more than three pools. Platinum's rarity makes it exclusive and distinctive.

Platinum is eternal and each piece is a reflection of the perfection it embodies, no matter what the design. Platinum is the perfect pick for a lifetime of everyday wear as it does not wear away and holds precious stones firmly and securely. But, like all precious metals, platinum scratches. However, the scratch on a platinum piece is merely a displacement of the metal and none of its volume is lost. So, even though wearing it each and every day may leave an impression on the surface, it remains what it was - a symbol for all things everlasting.

Diamonds set in platinum are the best gift any woman could get, unmatched in perfection and brilliance. Made for everyday wear and for even the most sophisticated night out on the town, wearing a sparkler set in platinum will definitely make you the cynosure of attention. Platinum's unequalled durability, density and resistance to wear makes it the most secure, protective metal for settings, which means your diamond will be protected for a lifetime of wear.

Platinum jewellery is versatile and has timeless beauty and charm. Platinum jewellery has been ever-evolving, yet has maintained its classically stylish designs.

Women are always top priority, with a stunning range of rings, ear-rings, pendants, chains, bracelets and necklaces. The young modern woman of today will greatly appreciate platinum's unique differentiated designs and its underlying statement of perennial style. There is a varied collection of platinum jewellery that can be worn everyday.

The men are not left behind with a varied range of chains, pendants, cuff links, bracelets, etc. for them. Platinum is a substantial metal, and tends to automatically speak of the status of the wearer and automatically set them apart.

In India, platinum is fast becoming an important part of bridal market. Those seeking to cement their ties for a lifetime, seek the permanence of pure platinum with the added allure of elegance and sophistication. Platinum engagement rings and couple bands are a testament to eternal love and eternal commitment, just like the metal itself is a symbol for all things eternal.

For further information, please contact...

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