

ENDURING

Platinum's enduring nature has benefits that are special and unique. Lasting for a lifetime and beyond makes platinum both valuable and a value.



VINTAGE PLATINUM RING

This vintage platinum ring looks as beautiful as the day it was purchased.

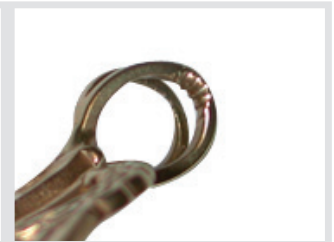


WHITE GOLD RING

White gold rings eventually need to be reinforced or reshanked, especially with everyday wear.



PLATINUM WORN 7 YEARS



14K WORN 6 YEARS

The photos above illustrate how a necklace chain affects the bale. The platinum bale shows little sign of wearing away. The action of the platinum chain through the bale over the years has actually work hardened the bale. The gold is showing obvious signs of wearing down and will eventually break apart.

Besides giving platinum its distinctive weight, its density makes platinum highly durable, so platinum jewelry can be cherished for generations.

- All precious metals age with daily wear. Over time, platinum develops a rich finish, called a patina, but it doesn't wear away. You will rarely need to reshank or reinforce a platinum ring. In fact, as the metal is worked by wear, the surface area actually gets harder.
- All precious metals scratch. However, due to its density, when platinum is scratched the metal is merely displaced, and very little metal is lost. Gold loses slivers of metal with every scratch.

*tips to sell platinum YOU COULD SAY:

As the ultimate symbols of love and commitment, a platinum engagement ring and wedding bands are perfect for a lifetime of everyday wear. And like your love, platinum grows stronger over time.