

## EMOTIONAL

Whether being the very best or the highest quality, platinum evokes emotions unlike any other metal. When a woman receives platinum, you can be sure she always says “it’s platinum!”



- 81% of women said they preferred platinum for their engagement ring\*. You can be confident that platinum is most likely her first choice.
- Platinum is the most befitting metal to symbolize the ultimate commitment between two people. The legacy of platinum as the choice metal for marriage is evidenced by the antique and heirloom bridal jewelry we see today. Begin your own lasting tradition in platinum.
- Platinum loses little metal to scratching or everyday wear, ensuring that your platinum jewelry will endure for a lifetime.
- There is an innate sense of pride in giving, wearing and owning platinum.

\* Source: Conde Nast Bridal Group

\*tips to sell platinum ..... YOU COULD SAY:  
You can feel self-assured knowing platinum is  
the very best metal for the three rings that must be perfect in every way.