

Holiday Style

All That Glitters This Holiday Season

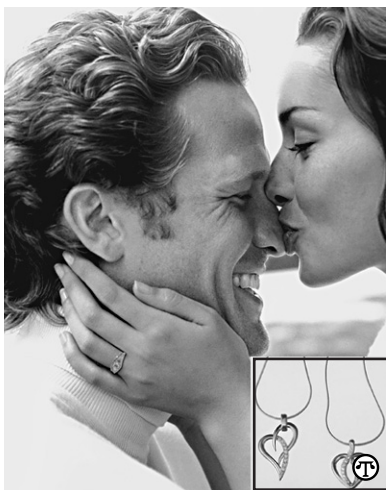
(NAPSA)—You may have always suspected it was true, but now comes the hard proof: More couples—19 percent—get engaged during the holiday season than any other time of year.

And when it comes to the actual choice of a ring—*are you listening, guys?*—flashy doesn't necessarily cut it. Thirty-seven percent of trendsetters cited the very rare and precious platinum as their metal of choice for engagement and wedding rings, and—among women specifically—39 percent favored a “simple setting,” 22 percent preferred “elegant,” and 18 percent coveted the “unique,” according to a recent survey by Platinum Guild International USA.

Platinum styles that are growing in popularity include rings set with colored diamonds in soft pinks and yellows, as well as gemstones such as rubies and sapphires. The rings are available from a range of designers including Precision Set, Tacori and Image Designs.

Three-stone diamond engagement rings set in platinum also remain coveted items. For the more traditional bride-to-be, classic designs from Scott Kay and Renaissance Platinum remain popular.

If an engagement ring is not in the cards but you still want to say “I Love You,” platinum still is a good choice. Try eternity bands from A. Jaffe or romantic lockets and charm bracelets



Couples are choosing platinum to celebrate life's precious moments. Inset: Symbols of life, luck and love—such as these heart pendants—have become popular platinum gifts.

from an array of platinum designers. Symbols of life, love, faith and luck—such as hearts, horseshoes and religious symbols from jewelry houses including Mémoire Paris—are more popular than ever.

In addition, items that celebrate motherhood, such as custom platinum baby blocks from Jennifer Cary Design, baby bands from Jodi Jaffe or platinum and diamond baby shoes from Aaron Basha are favorites as well.

For more information on platinum jewelry, or to locate a platinum dealer, visit www.preciousplatinum.com.