

# Fashion TRENDS

## Bling's The Thing In Men's Fashion

(NAPSA)—“Real men” may not be as *blinged* out as hip-hop mogul Sean “Diddy” Combs, but jewelry has become an important part of the way many guys dress.

Men's new-found interest in jewelry may be the result of a chain reaction that started in the world of hip-hop, found its way to the runways and eventually ended up in Hollywood. Musicians such as Jay-Z, Usher and Diddy have long since donned Platinum bling, but only recently has it begun showing up on the likes of Orlando Bloom, Brad Pitt and Johnny Depp. Perhaps more surprising, though, is that many men seem to be buying this precious bling by themselves, for themselves.

“Research shows that men visit malls more often than females and they shop at stores 18 times a year,” says jewelry and style expert Michael O'Connor. “Men are choosing Platinum because its heft provides a masculine feel while still looking stylish.” He offers these tips to help men add a little bling to most any outfit:

- **Versatility**—One of the most enduring trends in men's jewelry has been versatility. O'Connor says a Platinum watch from Kubik or Jacob & Co. will not only last many years, but also looks great whether you're in the office or out for a night on the town. One hot trend: personalizing watches, with many men opting to mix and match Platinum with diamonds for maximum bling. Platinum chains by Herco or PMI are also easy to wear and go with any outfit.

- **Mixing It Up**—O'Connor says accessories should complement each other but not look overdone. For instance, many stars are wear-



**Bling Sings**—“American Idol” judge Randy Jackson has been known to flash a little Platinum bling, including these dog tags by Nikos Jewels.

ing Platinum pins on their ties or lapels. Pins from designers such as Ritani mixed with Platinum cuff links from Herco or Mark Schneider are especially popular because they create a rugged look. Men are also catching on to the right hand ring trend with heavy colored stone bands from Stephen Webster. O'Connor adds this tip: “Just remember that if you're wearing a colorful outfit, you should keep your jewelry simple.”

- **Necklaces and Bracelets**—Turn the pages of a men's fashion magazine and you're likely to see trendsetters wearing Platinum crosses, dog tags by Nikos Jewels or Chris Aire, or chunky bracelets similar to those by Scott Kay. O'Connor says pendants look great with an open button-down or white T-shirt. Bracelets tend to work well with a tailored suit and polished leather shoes.

To learn more, visit the Web site [www.preciousplatinum.com](http://www.preciousplatinum.com).