

Fashion Trends

It's Madonna vs. Bullock in Jewelry Styles



GOING PLATINUM: Madonna adds dazzle with Platinum jewelry, while Sandra Bullock uses them to glam up her jeans.

(NAPSA)—When it comes to bling, it seems it's Madonna vs. Sandra Bullock.

More than any other celebs out there, they personify what experts say are two of the major trends in jewelry today: the Glam Goddess Look (Madonna), notable for the truly spectacular Platinum necklaces and bracelets worn to accentuate the most elegant evening gowns; and the Denim Chic Look (Bullock), a more laid-back style—think funky Platinum jewelry with skinny jeans—that's a whole lot easier for women not making \$12 million a movie to replicate.

"Jewelry is a vital part of any ensemble," said jewelry and style expert Michael O'Connor. "Celebs love Platinum jewelry because its natural white luster enhances the brilliance of diamonds."

Madonna and Bullock aren't

the only celebs that add luster with Platinum. "Desperate Housewives" star Eva Longoria might wear a simple black cocktail dress but add a pair of statement Platinum and diamond earrings by Peter Norman & Co. or a necklace by Fred Leighton.

A-listers who prefer jeans know to layer on the bling with stiletto drop earrings, multiple necklaces and cuff bracelets by Kwiat.

Platinum, known for being rare, hypoallergenic and lasting forever, provides more bang for the buck because its white luster doesn't compete with colors and fabric textures. A simple set of Platinum hoops by Suna Bros. Inc. or cufflinks by Daniel K are good starters for non-celebs.

For the latest red-carpet looks, visit www.preciousplatinum.com.