

Holiday Glamour

Platinum Jewelry: A Gift Both Timeless And Hip

(NAPSA)—Madonna wore it in her “Hollywood” video. *Sex and the City*’s Kristin Davis wore it at a glitzy New York event celebrating the show.

“It” is platinum jewelry, which has been attracting lots of attention—and not just among celebrities—for its pure, rare and eternal qualities.

Because of its purity, platinum—which is so rare it’s only found in a handful of places around the world—doesn’t fade or tarnish. It remains what it’s always been: a symbol for all things eternal.

All of which makes it the ultimate holiday gift.

For example, bold platinum “right hand rings,” as worn by Davis and other *Sex and The City* cast members, are the latest “must-have” accessory. Designed with fancy cut diamonds and colored gems, some of the best are designed by Kwiat and Beaudry.

Another popular trend in jewelry these days is the layered look. Necklaces with multiple strands of platinum chains, bracelets with several rows of brushed platinum or gemstones, and stackable rings that can transition from casual day to glamorous eveningwear. Designers Chris Correia, Jeff Cooper and Herco are among the best known for these styles.

And then there’s the whole rage of pairing shiny platinum with dark gemstones and pearls. Chocolate, cognac or champagne diamonds are hot, and some of the hippest pieces are designed by John Buechner and Martin Katz.



For gifts that will put a gleam in many eyes, consider platinum jewelry. Inset: Platinum and diamond chandelier earrings by Erica Courtney.

What else is in? Platinum charm bracelets and brooches shaped like animals, flowers and leaves, particularly those designed by Dilaro, Kazto and Cathy Waterman. Not to mention platinum charms and pendants in the shape of delicate hearts, ovals, moons, stars or religious symbols. New collections from Dev Valencia, Cédé and Mark Schneider.

For holiday and other parties, you can light up your nights with platinum chandelier earrings in diamonds, gemstones or coral, such as those created by Neil Lane, Erica Courtney and Peter Norman.

You can learn more about platinum, and see the latest designs in platinum bridal and fashion jewelry, at www.preciousplatinum.com.