

# THEN *and* NOW!

## Platinum Jewelry: A Fashion History

(NAPSA)—From pre-Incan civilizations to Graceland weddings, Platinum has been coveted through the ages. This precious metal has made appearances throughout much of history, and has some distinctly royal lineage of one kind or another.

Here's a closer look at Platinum.

### Then

Platinum had long been used by ancient civilizations to make jewelry and tools, but the Spanish conquistadors are thought to be among the first Europeans to encounter the precious metal.

It wasn't until alchemists began using Platinum in their quest to turn lead into gold that the naturally white and incredibly durable metal caught the attention of royalty and nobility in Europe. Shortly after learning how rare it was, King Louis XVI of France declared Platinum to be the *only* metal fit for kings.

Platinum continued to grow in popularity through the centuries and eventually proved to be a favorite of a modern king as well—Elvis even wore Platinum regularly and had a Platinum wedding ring.

### Now

Today, Platinum remains a favorite of celebrities, trendsetters and glitterati. When movie stars Michael Douglas and Catherine Zeta-Jones were looking for the ultimate symbol of their commitment, they chose Platinum wedding bands. Oscar winners such as Halle Berry wear Platinum to red carpet gatherings and musicians like Elton John—a fine-jewelry collector—wear Platinum on stage.

“Platinum always shows up at



**THE KING RULES: Elvis Presley may have helped start a trend among today's celebrities by wearing a Platinum wedding ring.**

the hottest and most stylish events,” says jewelry and style expert Michael O'Connor. “And why wouldn't it? It's timeless, it holds its value, and it securely keeps important diamonds or gemstones in place for the life of the piece—an important consideration when buying fine jewelry that will be worn often.”

Of course, Platinum isn't just for stars of the silver screen. Some of the hottest designers—including names like Tacori, Cartier, Hearts on Fire and Jeff Cooper—create engagement rings, wedding bands, cuff links, watches, and other pieces favored by quality-minded people across the country.

For more information, visit [www.preciousplatinum.com](http://www.preciousplatinum.com) or [www.engagementguide.com](http://www.engagementguide.com).