

# HOLIDAY GIFT IDEAS

## Precious Platinum Gifts

(NAPSA)—This holiday season, perhaps more than ever, is a time to celebrate life's most precious moments. While there are many ways to say, "I love you," a gift of platinum jewelry can send the message loud and clear. Rare and valuable, this white-hot metal captures the joy, love, strength and pride that accompany life's most significant events.



**Platinum—one of the world's most precious metals—is a favored jewelry choice.**

One trend to watch for this holiday season is the arrival of the platinum heart pendant. Seen on stars like Gwyneth Paltrow, this age-old symbol of love now reflects a modern sensibility. Jewelry designers are turning out stunning platinum heart pendants, some studded with diamonds, others strung on cords of rubber, all with enduring beauty.

Speaking of rubber, one of the hottest—and most inspired—trends is using it alongside this precious metal. Platinum-and-rubber rings designed by Chris Correia and Cédé had even jaded fashionistas at recent jewelry trade shows in awe.

Some of the other trends for the gift-giving season? Platinum anklets. Dangling platinum earrings. And, as if all that wasn't luxurious enough, men's platinum-and-diamond cufflinks by Mémoire Paris and platinum-and-pink-diamond rings by Suna.

Even the music industry has embraced platinum jewelry (a.k.a. "bling, bling"), as evidenced at this year's MTV Video Music Awards where hip-hop and R&B artists were spotted in designs by Jacob Arabo and Chris Aire.

For more information on platinum jewelry and the latest platinum jewelry designs, log on to [www.preciousplatinum.com](http://www.preciousplatinum.com).