

Wedding Trends

That Text Message She Loved? Engrave It On Her Wedding Ring

(NAPSA)—Words alone may not be enough to sum up a couple's love, but a quick text message might be the key to fueling the fire.

In fact, 60 percent of adults used text messages to tell others they missed or loved them, according to a survey by Tegic Communications. So maybe it shouldn't come as a big surprise that the latest trend in jewelry is to engrave personal messages on couples' engagement rings and wedding bands.

"You're seeing more couples who are used to texting for business and other reasons now engraving messages like 'Our Love' and 'Forever' on their rings, especially echo boomers—the children of baby boomers," says jewelry and style expert Michael O'Connor. "That's why many Platinum rings are becoming wider. Platinum is the perfect metal for engraving meaningful messages because it won't wear down like other metals, ensuring the message will last forever."

But engravings aren't the only new trends in Platinum rings, which come in a range of affordable prices. Here's a look at what else is hot:

Vintage Romance

The old adage "something old" is popping up as a strong engagement ring theme this year. Designer collections such as those from Precision Set are known for their distinctive romantic Edwardian-inspired engagement rings and matching wedding bands, while Tacori pays homage to the 1920s.

Timeless Classics

Classic styles with sleek, simple lines and highly polished or matte surfaces are in big demand



Fans of text messaging are engraving their sentiments on wedding and engagement rings.

among brides wanting "something new." Brands such as Hearts On Fire and Jeff Cooper create an almost endless variety of Platinum options for couples wanting to keep it simple. Architecturally styled pieces from designers, including a Gelin Abaci diamond tension-set Platinum ring, give credence to the adage that less is more.

Color Of Love

No longer stuck on the limitations of "something blue," brides are choosing something pink, yellow or green. Look for Jack Kelège's newest Platinum and yellow diamond engagement ring selections, as well as Platinum rings with pink sapphires offered by Gumuchian.

"No matter what the trend, Platinum will always be coveted by brides and grooms," says O'Connor. "It holds a diamond securely forever and offers so many design possibilities that it will never go out of style."

For more information, visit www.preciousplatinum.com or www.engagementguide.com.