

Fashion TRENDS

Men Develop A Taste For “Bling”

(NAPSA)—It wasn't that long ago when most men's jewelry began and ended with just two things—a wedding band and a running watch. No more. Today, whether they're dressing up for a black tie event, going out for a casual evening, or—still, yes—browsing stores for their wedding band, men are turning to Platinum for its durable, sleek and masculine quality.

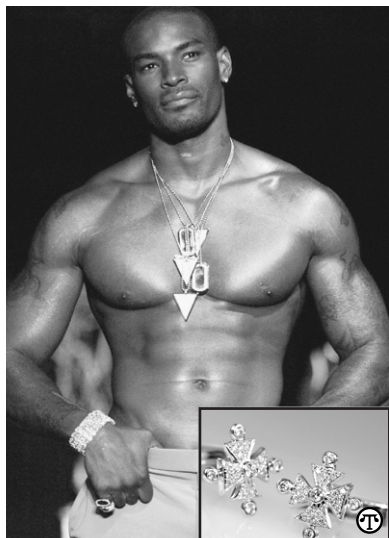
Increasingly, men are investing in jewelry for themselves and not just watches. They also buy bracelets, rings cufflinks and pendants. Here's a look at a few of the more popular Platinum pieces for men:

- **Watches.** Bold and chunky designs by Kubik, Bunz and Cartier are hot with the stars. For those seeking a sophisticated look, A. Lange and Sohne offers a very handsome Platinum watch with a leather band. For a racier watch, there's the Chris Aire “Traveler,” a Platinum piece entirely encrusted with diamonds.

- **Bracelets.** No longer just for women, masculine and contemporary Platinum link pieces from Herco, Naomi and Chris Aire can dress up a casual outfit for a night out. Colorful inlaid gems or inscriptions make the piece truly one-of-a-kind.

- **Rings.** Bands created by such designers as Furrer-Jacot, Jeanette Fossas and Jeff Cooper come in a variety of sleek and modern styles and finishes, and they're not just for weddings anymore. Brushed and high-shine Platinum bands encrusted with diamonds are worn as wedding rings, and also just for their “fashionability.” Platinum rings from Etienne Perret and Armadani feature diamonds and large ebony gems, bigger—and “badder”—than ever. For men looking to pop the question, www.engagementguide.com offers tools on how to purchase the perfect engagement ring.

- **Cufflinks.** As the hottest A-list celebrities are discovering, these can enhance a man's outfit



Supermodel Tyson Beckford sparkles in Platinum jewelry from the Chris Aire Collection. Inset: Platinum and diamond cufflinks by Erica Courtney.

in a way unlike other jewelry. Designs by Erica Courtney and Daniel K. glimmer with inlaid diamonds and colorful gem stones. Mark Schneider offers beautiful “Galaxy Quartz” cufflinks set in Platinum.

- **Pendants.** When you need that extra flash, a Platinum ID tag can do the trick.

“Men have become more sophisticated in their style and are dedicating more attention to fashion,” says jewelry and fashion expert Michael O'Connor, who's also a TV commentator. “Many of them are turning to Platinum because they know of its pure, rare and eternal qualities that make it the best metal for men's jewelry. And designers, in turn, are creating versatile Platinum pieces for all types of consumers.”

Platinum is one of the rarest metals, found in only a handful of places and generally 95 percent pure when used in jewelry. “Its density and weight give it heft and durability unsurpassed by other materials,” adds O'Connor.

To learn more, look online at www.preciousplatinum.com.