

Holiday Glamour

Platinum Rocks This Holiday Season

(NAPSA)—Celebrities and trend-setters from Gwyneth Paltrow to Charlize Theron to Nick Lachey just can't get enough bling—especially when the bling is Platinum.

Why the fascination with Platinum baubles? Perhaps because Platinum is generally 95 percent pure, rare enough to be found in only a handful of places on the globe, and will hold a diamond or gemstone securely. "Platinum's brilliant white luster makes it the ideal holiday gift because it goes with all of fashion's newest colors and textures," says jewelry and fashion expert Michael O'Connor. "Additionally, its enduring strength makes it perfect for people who want their jewelry to stand the test of time."

Some of O'Connor's jewelry wardrobe "must haves" this holiday season:

- **Earrings You'll Hear About.** For sheer drama, it's hard to beat the long, romantic Platinum cluster earrings from Stephen Russell. Jeannette Fossas' short water droplet-like clusters, on the other hand, are perfect for casual holiday parties—working especially well with upswept hair—while vintage-inspired Platinum chandelier earrings, with pear-shaped diamonds, from Cathy Waterman, Anthony Nak and Cathy Carmendy remain coveted gift items.

- **Brooching The Subject.** Platinum with diamonds, black opals or blue moonstones can turn an office pantsuit into a sophisticated evening ensemble. Neil Lane's Platinum Art Deco pins work well on a lapel or the back of a cocktail dress. Nature's inspiration is in the snowflakes, butterflies and stars by Samuel Getz and Suna Bros.

- **Cuffs To Consider.** Narrow cuffs by Kubik in brushed or shiny Platinum are lovely in layers, while Michael Bondanza's wide cuff is a flexible and sexy stand-alone piece. Helene M. shows a contemporary twist with a Platinum and leather cuff.

- **Necklaces Go To Great**



A gift of Platinum jewelry—maybe even for yourself—can add dazzle to the holidays. Inset: Platinum stick pins with pearl and pavé balls by Etienne Perret.

- **Lengths.** Gumuchian and Beaudry layer Platinum and colored diamond necklaces. Thick chokers and mid-length necklaces of Platinum and tanzanite or red spinel from Barbara Berk Designs and Stephen Webster transition well from day to evening. Oversized Platinum pendants on suede or leather cords add a chic "rock and roll" flare.

- **Watch Out.** Men's Platinum watches from Chris Aire, A. Lange & Sohne and Kubik combine a sleek face with a micropavé setting or classic shiny finishes. Women's styles come in a multitude of geometric shapes.

- **Ring In The Holidays.** Bold and funky right-hand rings in Platinum are all the rage among such fashionistas as Halle Berry and Sarah Jessica Parker. Look for yellow diamonds, moonstones and pearls from David Humphrey, Alan Friedman and Etienne Perret. And for those planning to pop the question this holiday season, Platinum engagement rings with vintage-inspired embellishments or inscriptions by Tacori, Martin Flyer and Scott Kay Platinum are a good choice.

For a look at the latest designs and more facts on Platinum, visit www.preciousplatinum.com.