

Gift Ideas

Precious Presents: Platinum Shines For Moms, Dads And Grads

(NAPSA)—One of the latest trends in fashionable gift giving didn't come from the runways of Paris, but from some of Hollywood's biggest celebrities. Inspired by the likes of J. Lo, Reese Witherspoon and Pierce Brosnan, precious stones such as colored diamonds in pink, black, yellow, cognac and blue—as well as precious metals, namely platinum—have made a splash in the jewelry market.

While stars have helped introduce a new generation of fans to platinum, its classic attributes—enduring, rare and strong—have helped it stay popular with people of all ages, throughout the years.

Here's a breakdown of some of this year's hottest jewelry gifts for moms, dads and future and recent grads:

For Her

- **Pendants**—Hearts, crosses, stars, circles and ovals are popular this year. Platinum diamond and rubber circle pendants from Chris Correia and platinum and diamond circle pendants from Jack Kelége work for everyday casual, as well as nights on the town. P.M.I.'s platinum and diamond circle rings can be threaded through a platinum chain for a sophisticated and glamorous look.

- **Rings and Earrings**—Stylish platinum cocktail rings now incorporate fancy colored diamonds in pink and yellow or pink and blue sapphires. Dangling chandelier earrings made from platinum and precious or semi-precious stones are all the rage in Hollywood.

- **Necklaces**—Platinum mesh necklaces—such as those made by Yuri Ichihashi and Christian Tse—have been seen on Hollywood's most famous necks, as well as in offices and nightclubs across the country. In addition, delicate, nature-inspired pieces in the shape of flowers, birds and animals, designed by Dilaro and Kazto, have become wildly popular.



Jewelry made with platinum has become a popular—and glamorous—gift. Inset: Lustrous men's platinum cuff-links by Jack Kelége.

For Him

- **Bands**—Platinum and rubber men's bands from Chris Correia combine classic design with a fashion twist. Various finishes also make strong statements: high shined platinum mixed with brushed platinum or hammered platinum, for instance. Jeff Cooper's bands incorporate small white or black diamonds to add just a hint of shine.

- **Bracelets**—Link platinum bracelets have become popular for dads because platinum is a strong and heavy metal. Men across the country favor the tubular styles by Scott Kay and P.M.I.'s high-polished links.

- **Cuff-links and Studs**—Platinum cuff-links flashed on a French cuff can help Dad add a sophisticated finish to most any suit. Designers Chris Correia and Kurt Wayne create platinum and precious gemstone cuff-links that stand out in any crowd. Pair them with a matching stud set, and you're ready for black tie.

For more information, visit www.preciousplatinum.com.