

This Valentine's Season, Celebrate Love and Seal it with Platinum

Category: Business

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The month of love is here, inviting us to celebrate connections that are deep, real, and enduring. It's a time to honour love that transcends doubt, shifting from the uncertainty of '**Could this be**' to the excitement of '**This is it.**' It's found in the laughter that lingers, the comfortable silences, and the certainty of knowing you've found the one. When moments spent together evolve into plans for a lifetime, you know you've discovered a love that is eternal, precious, and rare.



Lasting Promises

This month, as you celebrate love in its truest and rarest form, make it memorable, and #SealItWithPlatinum – the only metal worthy of capturing its essence. Crafted from 95% pure and exceptionally rare platinum, which is found in only a select few locations worldwide, and 30 times rarer than gold – Platinum Love Bands are not just jewellery; they are the ultimate symbol of love. A love that's one of a kind!

With their contemporary designs Platinum Love Bands celebrate modern relationship values-cherishing each other's individuality, celebrating mutual successes, and equally sharing life's responsibilities. Platinum's unparalleled strength ensures it doesn't change form or lose its natural white, mirroring the resilience and constancy of a love that is truly one of a kind. Just as platinum endures without fading, so does the love it symbolizes-unwavering and eternal.

Through distinctive textures, fluid lines, and elegant motifs – Platinum Love Bands are designed to capture stories of love beautifully. Whether you prefer a minimalist and chic style or timeless elegance, the diverse collection of Platinum Love Bands offers something that deeply resonates with all couples committed to the journey of love. Opting for Platinum Love Bands is embracing an enduring symbol of love – one that you can wear every day and cherish, and is crafted to remain beautiful throughout your shared future.

This Valentine's Day, when love speaks, #SealItWithPlatinum, and choose from an array of Platinum Love Bands to celebrate this special occasion:

Lasting Promises

The moment you realise that your love is a steady rock on which you can rely on in the face of uncertainty, you know you've found a love that's truly rare. These love bands, designed with repeating forms, serve as a reminder of your unshakable trust in each other. No matter how many times life alters its course, your love remains steadfast. Cast in platinum, a metal with unmatched strength that makes it so rare, these Platinum Love Bands perfectly match the strength of your love. A love so rare. A love so platinum.

Hearts in Harmony

The moment you realise that you mirror each other's dreams and beliefs, you know you've found a love that's truly rare. These love bands are mirror images of each other, reflecting how you grow together, backing each other all the way. Cast in 95% pure platinum, one of the highest standards of purity in precious jewellery, platinum is truly one of a kind. Let these Platinum Love Bands be enduring symbols of your unbreakable bond. A love so rare. A love so platinum.

Blissful Balance

The moment you realize that your unique journeys have seamlessly united to forge a harmonious haven, you know you've

found a love that's truly rare. These love bands embody the essence of duality. They combine brushed and glossy textures on his ring, and plain studded finishes on hers, merging into beautiful central motifs that symbolize your love. They perfectly represent your two paths that merge into one cherished space. Cast in a celestial metal that arrived on earth through a meteorite crash billions of years ago, platinum is truly rare. Let these Platinum Love Bands serve as a testament to your unique journey together. A love so rare. A love so platinum

Platinum Love Bands by PGI India are available across leading jewellery retail stores in the country, for more details visit: www.platinumdaysoflove.com.

About Platinum Guild International (PGI)

Platinum Guild International (PGI) is a marketing organisation with the vision to develop the global platinum jewellery market as a new demand source for platinum. It was formed in 1975 with specialist teams dedicated to growing the global platinum jewellery market through consumer and trade-facing programmes in the four key jewellery markets of China, India, Japan and USA. Since then, jewellery development has demonstrated a strong track record in delivering results. Through various programmes, both direct-to-consumer and in collaboration with jewellery retailers and manufacturers, PGI creates consumer ounce demand by first identifying opportunities for platinum in jewellery, and then developing them with partners. It also aims to build an enduring commitment to platinum in jewellery. PGI's consumer marketing and educational programmes are focused on developing awareness and an appreciation for platinum's unique properties as a precious metal for fine jewellery. In addition, PGI works globally with collaborative partners running extensive marketing programmes in the four main platinum jewellery markets of China, Japan, USA and India. These markets are staffed with experts in strategic planning, marketing, retail,

design and business development.

PGI is funded by the leading platinum producers of South Africa, as well as through co-funded programmes with the jewellery industry.

Purity Assurance Program

PGI has partnered with TUV India Pvt Ltd to implement a robust audit programme to ensure the purity of platinum under its programme. TUV is one of the country's first certification bodies and has been closely associated with the quality revolution in India. Under Platinum Guild India's quality assurance programme, each individual piece of jewellery has an assured purity as high as 95%. And as a proof of this assurance, every piece is stamped 'Pt950' and comes with a tamper-proof quality assurance card that distinguishes authentic platinum from other jewellery.

A Unique Identification Number is also stamped on the jewellery in addition to the detailed description of the piece you choose for yourself. Our quality assurance programme is in place to ensure transparency and that the platinum the consumer buys is of the highest quality. After all, that is what true value is all about.

