

# Platinum is a Celebrity's Best Friend, It Can Be Yours Too



 *This post is sponsored by Platinum Guild International USA.*

By [Lori Bizzoco](#)

When it comes to celebrities and their diamonds, nothing makes them glow better than when they're set in precious platinum.

Whether it be diamond rings, earrings or bracelets, platinum is a celebrity favorite. Ann Hathaway, Mila Kunis Halle Berry, Sandra Bullock, Nicole Kidman and many more have worn it over and over again on the red carpet. In February, Jennifer Hudson who gave an emotional tribute to Whitney Houston at the Grammy's, wore a radiant pair of platinum and onyx earrings by Neil Lane.

But, what happens if you don't have a movie stars budget? Well, your are in luck because for the first time in recent history, the price of gold per ounce has risen higher than that of Platinum. So, now platinum is more attainable than ever before.

## Three Key Reasons to Buy Platinum:

- It's eternal and has everlasting radiance
- The durability and resistance to wear makes it the most secure and protective metal, which means your jewelry will be protected for a lifetime
- Platinum does not change shape or wear away so precious stones are held firmly and securely.

If you are in a relationship and ring shopping, now is a great time to invest in this rare commodity. A women's wedding band and engagement ring are two of the most sentimental and important pieces of jewelry that she will ever own. For a

man, his wedding band needs to last a lifetime too. Platinum will stand the test of time and look just as good fifty years into the marriage as the first day its put on.

*Visit <http://platinumjewelry.com/> for more.*