

# Platinum's Best

*It's for more than just  
engagement rings*

Art Deco-style picture frame ring has 1.10 carats of baguette diamonds. Each ring is designed on a computer to determine the best dimensions and angle for the diamonds. The ring shank is set with 0.40 carats of pavé-set diamonds.

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CHRISTIAN TSE



DAVID LEVY DIAMONDS

LOWER PRICES AND ENTERTAINERS' PREFERENCE FOR PLATINUM at high-visibility events have heightened commoners' interest in this uncommon metal.

While platinum has claimed a significant share of the bridal market, the Platinum Guild International is working to expand the product selection by launching a platinum heart campaign (see more on p. 86).

To keep the hearts and other platinum jewelry even more affordable (the metal trades at about \$430 per ounce, down from \$700 a few years

ago) and wearable (platinum is the heaviest precious metal), designers are creating lighter weight pieces. "Electronic soldering or stamping thinner pieces can reduce the overall cost of platinum jewelry," says Christian Tse, whose company of the same name is based in Pasadena, CA. Also keeping costs in line are computer-created finishes once done by hand.

—by Lorraine M. O'Donnell, A.J.P.