

THE *Lillian M. Collection* JEWELRY GUIDE

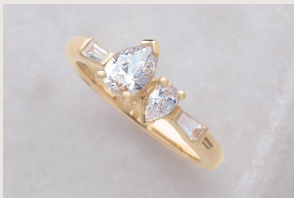


Diamonds aren't the only decision you must make when shopping for a ring. The type of metal you select determines its durability, affordability, aesthetic appeal and how it fits into your lifestyle.

Gold has been a staple in jewelry design forever, used in various forms and rendered in different colors — yellow, white, and rose gold. Read the Lillian M. Collection guide below to determine which metal you should choose for your forever ring.



SELECTING YOUR METAL TYPE



YELLOW GOLD

Yellow gold exudes a classic and timeless look. It's often mixed with copper, silver and zinc. The carat reflects the measurement of purity of gold — the higher the carat, the more pure the gold. It is essential to note pure gold is soft, making solid gold (24k) less ideal for jewelry because the softness cannot hold fine details and stones safely.

WHITE GOLD

White gold is yellow gold alloyed with copper, zinc, and nickel or palladium, then coated with rhodium, which gives it a pure white color. Because the desired color is achieved by plating, white gold requires continual maintenance.



ROSE GOLD

Rose gold is achieved by alloying 24-carat yellow gold and copper. Because of its warm and contemporary look, rose gold has been gaining popularity over the years.



PLATINUM

Known for its durability and silvery white color, platinum is a popular choice that requires less maintenance than other precious metals. It's also considered hypoallergenic, which makes it an appealing option for those allergic to nickel.

