

From Paul's Desk



by Paul Haig



HAIG'S 
of **ROCHESTER**
FINE JEWELRY
custom • classic • antique

PLATINUM MEN

When discussing bridal jewelry, the focus is usually on women. The engagement ring and wedding band is a major purchase and can say a lot about a woman's style and personality. Bridal jewelry for men is, of course, limited. But that does not mean men have to settle for a band they do not like. Traditionally, men had a choice in wedding bands – white gold or yellow gold. Over the last decade or two, choices in men's wedding bands have dramatically increased.

Recent reports show that platinum is the metal most in demand now for all bridal jewelry. Men in particular like platinum's natural white color and its ability to securely hold a diamond. The metal's rarity is its "wow" factor. In fact, platinum is 30 times more rare than gold. If all the mined platinum in the world was poured into an Olympic-sized pool, there would only be enough platinum to cover one's ankles. Gold, however, could fill three Olympic-sized pools. Studies also show that men appreciate platinum's strength and durability.

At HAIG'S OF ROCHESTER FINE JEWELRY, we have an array of bridal jewelry to suit all tastes and budgets. We specialize in custom jewelry and have been making beautiful and unique wedding rings for couples since 1973. Haig's of Rochester Fine Jewelry is located at 311 Main Street in downtown Rochester with a customer parking at our back door. Visit us online too at haigsofrochester.com which is now open for business 24/7.

Mother's Day is fast approaching. Consider a child's handprint charm – a Haig's of Rochester Fine Jewelry exclusive. These beautiful charms can be customized to your child's handprint, but you must order them by May 2.

311 Main Street

Rochester, MI 48307 USA

248-652-3660

www.haigsofrochester.com