# How Does Skin Tone Affect Which Gold Colour Looks Best?

Gold Jewelry & Accessories · https://www.purejewels.com/faqs/gold-jewelry-accessories/how-does-skin-tone-affect-which-gold-colour-looks-best/

Jewellery is more than adornment, it’s an extension of you. The right gold tone can enhance your skin's natural glow, express your unique style, and tell your story with grace. While personal preference always takes precedence, understanding how your **skin tone pairs with different gold colours** can help you select pieces that feel especially radiant and harmonious.

## Understanding Skin Tone

Your **skin tone** is determined by the **undertone beneath your skin**, which remains consistent regardless of tanning or complexion. It usually falls into one of three categories:

- **Cool Undertones**: Hints of pink, red, or blue. Veins may appear bluish.
- **Warm Undertones**: Golden, peach, or yellow tones. Veins may appear greenish.
- **Neutral Undertones**: A balanced mix—neither distinctly pink nor golden.

*To check your undertone, observe the veins on the inside of your wrist under natural light.*

## Which Gold Suits Which Skin Tone?

### Yellow Gold (22ct–24ct)

- **Best For**: Warm and neutral undertones
- **Why**: The rich, classic warmth of yellow gold beautifully flatters golden and olive skin.
- **Style Note**: Ideal for heritage-inspired and ceremonial jewellery; timeless and radiant.

### White Gold (18ct)

- **Best For**: Cool undertones
- **Why**: The sleek, silvery finish of white gold offers a cool contrast to rosy or fair skin.
- **Style Note**: Modern and refined—perfect for diamond settings and contemporary designs.

### Rose Gold (18ct)

- **Best For**: Warm, neutral, and even cool tones
- **Why**: Its soft blush tone enhances most skin tones with a romantic, modern feel.
- **Style Note**: Elegant and versatile—suitable for everyday wear or bridal accents.

### Sunrise Gold (PureJewels Exclusive)

- **Best For**: Neutral to warm undertones
- **Why**: Our signature **Sunrise Gold** is a refined alloy with a gentle glow, **softer than yellow gold**, yet **warmer than white gold**. It offers the perfect middle ground for those who seek something subtly different.
- **Style Note**: Distinctly PureJewels—evoking warmth, elegance, and individuality in every design.

## PureJewels Perspective

At **PureJewels**, we believe that jewellery is a **personal celebration, not a rulebook**. While skin tone can help guide your preferences, it’s your story, sentiment, and style that make a piece truly yours.

Feel free to explore, mix tones, and discover what resonates most with you.