What is 18k gold

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When it comes to luxury jewellery, one of the most popular choices is 18k gold. But what exactly is 18k gold and why is it so highly sought after? In this article, we will delve into the world of 18k gold and explore why it is the perfect choice for those looking to add a touch of elegance and sophistication to their jewellery collection.

PureJewels, a renowned luxury jewellery store in London, is known for its exquisite collection of 18k gold jewellery. With a reputation for quality and craftsmanship, PureJewels is the perfect place to find the perfect piece of 18k gold jewellery to add to your collection.

So, what is 18k gold? In simple terms, 18k gold is a type of gold that is made up of 75% pure gold and 25% other metals. This makes it more durable and resistant to tarnishing than pure gold, which is why it is often used in fine jewellery. The other metals added to the gold can vary, with common choices being copper, silver, and zinc.

One of the key benefits of 18k gold is its beautiful colour. While pure gold is a bright yellow colour, 18k gold has a slightly softer, warmer tone that is incredibly flattering on all skin tones. This makes it the perfect choice for pieces that will be worn close to the skin, such as rings, earrings, and necklaces.

Another advantage of 18k gold is its durability. The addition of other metals makes 18k gold stronger and more resistant to scratching and bending than pure gold. This means that your 18k gold jewellery will stand the test of time and can be enjoyed for years to come.

When shopping for 18k gold jewellery, it is important to choose a trusted jeweller who uses high-quality materials and skilled craftsmanship. PureJewels is a trusted name in the world of luxury jewellery, known for its stunning collection of 18k gold pieces. With a commitment to quality and attention to detail, PureJewels is the perfect place to find the perfect piece of 18k gold jewellery to add to your collection.

Whether you are looking for a classic gold necklace, a sparkling pair of gold earrings, or a statement gold ring, PureJewels has something for everyone. Their expert team of jewellers can help you find the perfect piece to suit your style and budget, ensuring that you leave feeling

confident and beautiful.

In conclusion, 18k gold is a beautiful and durable choice for those looking to add a touch of luxury to their jewellery collection. With its warm tone and lasting quality, 18k gold is the perfect choice for pieces that will be treasured for years to come. If you are in search of the perfect piece of 18k gold jewellery, look no further than PureJewels. Visit their store in London or explore their collection online to find the perfect piece to add to your collection today.