What is the difference between 22ct and 24ct gold?

Gold Purity · https://www.purejewels.com/faqs/gold-purity/what-is-the-difference-between-22ct-and-24ct-gold/

Understanding the Difference: 22ct vs 24ct Gold

When it comes to gold, the distinction between 22ct and 24ct lies in **purity, strength, and intended use**. Here's a quick breakdown:

Purity

- **24ct Gold**: The purest form of gold, containing **99.9% pure gold**. It boasts a bright, rich yellow hue and is free from any mixed metals.
- **22ct Gold**: Composed of **91.6% pure gold**, blended with small amounts of metals such as silver or copper for added strength.

Durability

- **24ct Gold**: Being soft and malleable, it's **not ideal for regular wear** as it scratches and bends easily.
- **22ct Gold**: Offers a **perfect balance** of purity and durability, making it suitable for fine jewellery, especially pieces meant to be worn often.

Best Use

- **24ct Gold**: Ideal for **investment purposes,** such as bullion, bars, and coins.
- **22ct Gold**: Perfect for **jewellery**, particularly traditional, heirloom, or bridal pieces that require strength without compromising on lustre.

Explore 22ct Gold Jewellery at PureJewels

At **PureJewels**, we are specialists in **22ct gold jewellery**, celebrating both heritage and artistry in each design.

Our Signature 22ct Gold Collections

At PureJewels, each collection is a chapter in our story—reflecting heritage, identity, and timeless beauty. Crafted in high-purity 22ct gold, our signature collections celebrate culture, craftsmanship, and the journey of self-expression.

Rosette Collection

Where every petal holds a memory.

The Rosette Collection is a poetic tribute to life's most cherished moments. Inspired by blooming florals and sculptural elegance, each piece is delicately crafted with feminine curves and artistic detail. Designed to honour milestones, this collection invites you to celebrate love, transformation, and legacy with grace.

Armari Collection

A fusion of architectural grandeur and regal charm.

The Armari Collection draws inspiration from intricate palace doors, Mughal arches, and ornamental vaults—echoing the opulence of bygone eras. With its bold silhouettes, lattice-like textures, and richly engraved surfaces, Armari speaks to those who appreciate statement pieces with historical depth and refined craftsmanship.

Elchi Collection

A conversation between heritage and symbolism.

'Elchi'—meaning 'the envoy'—embodies pieces that carry a message. This collection weaves together ancient scripts, cultural symbols, and talismanic forms to create jewellery that is deeply personal and evocative. Elchi pieces are perfect for those who seek jewellery that speaks of identity, protection, and inner power.

Dhwani Collection

The rhythm of tradition in gold.

Dhwani, meaning 'sound' or 'echo' in Sanskrit, is a lyrical collection inspired by musical

instruments, rhythmic patterns, and the flow of melodies. Each creation features fluid lines, symmetrical curves, and kinetic forms that seem to dance with movement. Dhwani celebrates the wearer’s vibrant spirit and love for all things soulful and expressive.

Browse our 22ct Collection: Click here

24ct Gold Bars & Coins – For Wise Investment

For those looking to secure their wealth in precious metal, our **24ct gold collection** offers both value and peace of mind.

What We Offer:

- **Gold Bars** – Available from **1g to 100g**, sourced from trusted names like Baird & Co.
- **Royal Mint Britannia Coins** – Favoured for long-term investment due to **VAT and CGT (Capital Gains Tax) exemptions**.

These products are **fully certified** and securely shipped with discreet packaging.

Explore Investment Gold: Click here