What karat gold is best for everyday use

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Gold is a timeless and versatile metal that has graced jewellery for centuries. When choosing the right type of gold for everyday wear, the term **karat** (or carat, in the UK) becomes particularly important. But what does it truly mean, and which karat offers the ideal balance between beauty and strength?

Karat refers to the purity of gold. **24 karat** is pure gold — rich, radiant, but incredibly soft, making it unsuitable for most jewellery. To improve its strength, gold is alloyed with other metals like silver, copper, or palladium. The most common karats in jewellery are **22k**, **18k**, **14k**, and **10k**.

Why 22ct Gold is Often the Finest Choice

At PureJewels, we believe that **22ct gold** (containing 91.6% pure gold) offers the most luxurious and authentic expression of gold’s true beauty. Traditionally favoured across Asia, Africa, and the Middle East, 22ct gold is ideal for intricate, handcrafted pieces and is celebrated for its rich colour and heirloom value. It is slightly softer than lower karats, so it's most suited to bangles, earrings, pendants, and designs not subjected to hard impact.

Other Karat Options for Everyday Use

- **18k Gold** – With 75% purity, 18k gold offers an excellent balance between durability and richness. It’s ideal for rings, bracelets, and diamond settings that require more resilience.
- **14k Gold** – Containing 58.3% gold, it’s even more durable and slightly more affordable, making it popular for practical, everyday jewellery.
- **10k Gold** – The most durable of all, at just 41.7% gold, though it has a paler hue and is less commonly used in luxury fine jewellery.

So, Which is Best?

For **classic elegance**, cultural significance, and warmth of hue, **22ct gold remains unparalleled**. If your lifestyle demands higher durability, 18k and 14k are excellent choices. At PureJewels, we offer expert guidance to help you select the karat that best suits your journey, whether it’s a cherished heirloom or a modern staple.