# What is gold vermeil?

Gold Types · https://www.purejewels.com/faqs/gold-types/what-is-gold-vermeil/

Gold vermeil (*pronounced ver-may*) is a high-quality form of gold-plated jewellery, created by layering real gold over sterling silver. Unlike standard gold-plated pieces, vermeil jewellery must meet strict criteria to be officially recognised:

- **Base Metal**: Always sterling silver (92.5% pure silver)
- **Gold Purity**: At least 10ct, with finer pieces using 14ct, 18ct, or 22ct
- **Gold Thickness**: Minimum of 2.5 microns, making it more durable than regular gold-plated jewellery

This results in jewellery that carries the elegance of gold with increased resilience, all while being gentler on the skin than alternatives made with brass or copper.

## Why Choose Gold Vermeil?

- **Accessible Luxury**: Enjoy the look of solid gold at a more attainable price point
- **Skin Friendly**: Ideal for sensitive skin due to its sterling silver base
- **Greater Longevity**: The thicker gold layer helps resist tarnishing and everyday wear

## Caring for Vermeil Jewellery

While more robust than standard plating, gold vermeil benefits from mindful care. To preserve its finish, avoid exposure to water, perfumes, and friction. Store pieces separately and clean with a soft, dry cloth.

## PureJewels’ Standard: Real Gold, Always

At PureJewels, we honour a legacy of craftsmanship by working **exclusively with real gold** —crafted in **18ct, 22ct, and 24ct** purities and hallmarked by the **London Assay Office**. We do not offer gold vermeil.

Our creations are not merely ornamental—they are heirlooms, designed to celebrate culture, devotion, and the unique journey of every wearer. For those seeking genuine, investment-grade

jewellery with artistic soul and enduring value, PureJewels is proud to uphold this timeless tradition.