What Is Rose Gold and How Is It Formed?

Gold Types · https://www.purejewels.com/faqs/gold-types/what-is-rose-gold-and-how-is-it-formed/

Rose gold is a romantic, warm-toned metal created by alloying **pure gold** with **copper** and sometimes a small amount of silver. Known for its soft blush hue, rose gold is beloved for its vintage charm and modern appeal, making it a favourite in both **bridal** and **everyday fine jewellery**.

How Is Rose Gold Made?

Pure gold (24ct) is too soft for everyday wear, so it is blended with other metals to create a more durable alloy. The colour of the resulting metal depends on the blend.

In the case of rose gold:

- **Gold Content**: Typically 18ct or 14ct (meaning 75% or 58.5% pure gold)
- **Copper Content**: Gives rose gold its signature pink-red hue
- **Silver (optional)**: Sometimes added in small amounts to soften the tone

The higher the copper content, the deeper the rose colour.

Why Choose Rose Gold?

- **Elegant Warmth**: Complements a variety of skin tones with its flattering, feminine glow
- **Unique Yet Timeless**: Offers a refreshing alternative to yellow or white gold
- **Durability**: Slightly stronger than yellow gold due to the copper alloy
- **Romantic Symbolism**: Often associated with love, grace, and vintage beauty

Rose Gold at PureJewels

At **PureJewels**, we craft select pieces in **18ct rose gold**, combining modern artistry with timeless heritage. Whether paired with diamonds or worn alone, our rose gold creations embody **grace, warmth, and individuality**.