What is Sunrise Gold?

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

Sunrise Gold is a distinctive alloy exclusively developed by PureJewels—a modern evolution of traditional 22ct gold. This refined creation was born from a desire to offer a more inclusive and versatile expression of gold. Unlike classic yellow gold, which can appear bold and bright, Sunrise Gold features a gently muted hue that complements a wider range of skin tones. It maintains the rich lustre and purity of 22ct gold, yet offers a more elegant, sophisticated tone.

Crafted meticulously in-house, Sunrise Gold is not only aesthetically luxurious but also functionally superior. Its enhanced hardness makes it ideal for setting genuine, rare gemstones, allowing for the creation of finely detailed jewellery that lasts. This careful fusion of beauty and resilience underscores PureJewels' commitment to craftsmanship, innovation, and heritage.

As a material and a philosophy, Sunrise Gold embodies our ethos of celebrating journeys with elegance, grace, and meaningful design. It is more than a metal; it is a modern heirloom in the making.

Discover how Sunrise Gold compares to classic 22ct Yellow Gold:

Explore the Difference