What is white gold?

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

White gold is a beautiful and popular alternative to traditional yellow gold, known for its elegant silvery-white appearance. It is not a naturally occurring metal, but rather an **alloy**, a blend of **pure gold mixed with white metals** such as **palladium, silver, or nickel** to give it a lighter tone.

How Is White Gold Made?

- **Base**: Pure gold (which is naturally yellow and soft).
- **Alloyed with**: White metals (like palladium or silver) to strengthen the gold and change its colour.
- **Rhodium plating**: Most white gold jewellery is finished with a thin layer of **rhodium**, a precious metal from the platinum family, to enhance its brightness and durability.

Why Choose White Gold?

- **Contemporary look**: Its cool tone complements diamonds and coloured gemstones beautifully.
- **Versatile**: Pairs well with both modern and traditional designs.
- **Durable**: Stronger than pure gold, making it ideal for everyday wear like engagement rings and wedding bands.

Things to Keep in Mind

Over time, the **rhodium plating may wear off**, revealing the slightly warmer undertone of the white gold alloy beneath. Many jewellers offer **replating services** to restore their original brightness.

At PureJewels

We offer a curated selection of **18ct white gold jewellery**, hallmarked and crafted with the same dedication to quality and heritage as our yellow and 22ct collections. Whether you're seeking a minimalist ring or a diamond-studded statement piece, white gold offers timeless sophistication.

Explore White Gold Jewellery at PureJewels