Is Platinum Better Than White Gold?

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At first glance, **platinum** and **white gold** may appear nearly identical, both exuding a soft, silvery sheen. Yet, beneath the surface, they differ significantly in composition, durability, maintenance, and long-term value.

1. Composition and Purity

Platinum is a naturally white metal, used in jewellery at a high purity level (typically 95%). White gold, however, is an alloy: a blend of yellow gold and white metals, such as palladium or silver, and is usually **rhodium-plated** to achieve its bright finish.

2. Durability and Wear

Platinum is denser and more durable than white gold. It holds gemstones more securely and is less likely to thin over time. While both are strong, platinum’s structure makes it a superior choice for everyday wear, particularly for engagement and wedding rings.

3. Maintenance and Ageing

White gold's rhodium plating may wear off over time, revealing a slightly yellow undertone that will require periodic replating. Platinum, on the other hand, maintains its colour naturally and develops a graceful patina that many consider a mark of character and authenticity.

4. Price and Value

Platinum is typically more expensive due to its rarity, higher purity, and density. However, it offers long-term value as it requires less maintenance and offers lasting brilliance.

So, is platinum better than white gold?

If you're seeking **purity, durability, and low maintenance**, platinum is often the preferred choice. But if you appreciate a lighter feel and a slightly more accessible price point, white gold is a timeless and elegant alternative.

At PureJewels, we offer both, crafted with purpose and refinement, to honour every story, style, and milestone.