

# HOW TO MAKE WEARABLE PLATINUM JEWELRY

Michael Bogosian  
Michael B

Platinum is all about image...


More than ever platinum is gaining its strength in the market place, and it makes sense. Today's consumer is an intelligent one - they are image conscious, smart buyers who seek out the best that is available to them. They have more buying power than their parents did a few decades ago, and we as manufactures and retailers are taking notice.

This well-informed customer feels good about platinum not only for looks alone - but also by the fact that it has incredible substance. They 'feel' the strength of the product and they respond to that.

Since past issues have covered the technical aspect of manufacturing platinum product quite well, I wanted to cover the aesthetic aspect of creating wearable jewelry. To cover wearable platinum jewelry is to create pieces that will fit into people's lives into the next century. I think this is a great opportunity for new designers to explore true platinum, and be very creative.

I have been a jeweler for 38 years. In the last five years, I have seen a rebirth of platinum, and it was a great discovery. It fit perfectly into my concept of design and it showcased my product in a fresh and most appropriate way.

I have been a retailer for nearly 30 years and was fortunate, as a designer, to gage a consumer response in my store. Today, nearly eighty percent of the product featured in my store is in platinum. In doing this I have also discovered that not every piece jewelry I had produced in gold



could be produced in platinum and translate into wearable pieces that would fit nicely into a women's wardrobe. Therefore, my focus quickly became that of creating lighter pieces of 'wearable' platinum jewelry. In addition - I thank Laurie Hudson for helping to bring this concept to the forefront of the jewelry industry.

Wearable platinum jewelry, in my mind, is very understated and elegant. The sheer beauty of the metal - the metal itself - created the richness of the piece. Diamonds need not be intensive in platinum to have a rich product. I found that customers related to the aspect of platinum, this rich metal, and price was rarely if ever an issue. The consumer awareness about platinum product and its magic astounded me. Platinum itself enhanced the making of a sale. Comparing platinum to gold or silver jewelry is the same, to me, as comparing the beauty of a Bentley to that of a Ford. If we must compare finished platinum product, first we must realize the

intensity of the technical work involved to produce platinum product. No other product requires the finishing that platinum does. It can take four to five times as long to finish platinum as gold or silver. Technical aspects that require partial casting and partial hand made finishes. There are no shortcuts for platinum. The finish is labor intensive - but the rewards are phenomenal.

As a designer, I must relate to platinum on a different level - not as that of a jewelry manufacturer - and I have accepted that I would never be able to produce platinum product on a mass level. Accepting the hard work that goes with manufacturing platinum and the challenge of what that entails is something I believe every true designer must face.