Written by Amit Bachchan Wednesday, 13 March 2013 21:06 -



Popley Jewellers unveiled the season's collection of platinum jewellery with young Bollywood actors, Aditi Rao Hydari and Amit Sadh. The two of them have starred in the latest Platinum Day of Love Campaign.

For an expression of love that will last a lifetime, platinum is the perfect choice. Platinum is eternal. This naturally white metal does not tarnish or wear away with time, just like real love that is everlasting so making it a ideal gift to commemorate love milestones. It is ideal for off-setting the brilliance of diamonds and holding it securely for a lifetime. Platinum's innate strength ensures that your most memorable platinum jewellery can be handed down from generation to generation as heirloom pieces.

Inspired by timeless and classic motifs, international trends and crafted to perfection, the Popley Platinum Jewellerycollection is unique, elegant and an expression of everlasting love. It is customised keeping in mind the Indian customer's sensibilities with inspirational designs and fine craftsmanship. For women the platinum season's collection includes a wide range of platinum earrings, chain and pendant, bracelets and bangles, rings and necklaces and for men there are chains, bracelets and rings and there is a wide range of platinum love bands for couples.

On the occasion of the launch, Aditi Rao Hydari looking resplendid, accessorized with precious platinum jewellery said, "Precious and eternal platinum is very special for me as it defines who I am. Its modern appeal with a touch of traditional in its designs is what I love the most. Also I love the sentiment of everlasting love that comes along with each piece of jewellery. Besides platinum is an exclusive metal and there is nothing that brings about the brilliance in diamonds better than this naturally white metal. Classy and elegant, platinum works for any occasion, be it

## Aditi Rao Hydari and Amit Sadh unveil Popley's Platinum Jewellery range

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a best friend's wedding, film premiere's or celebrating any milestones in life."

Actor Amit Sadh said at the occasion, "I don't wear a lot of jewellery, but when I do platinum is the only choice. The individualistic look of platinum, its colour, weight appeals to me. Understated, yet substantial, with the classic look, the platinum men's range at Popley Ia Classique has a lot to offer. And especially for couples in love, I would recommend, platinum love bands which are beautifully crafted and symbolic of an eternal relationship.

