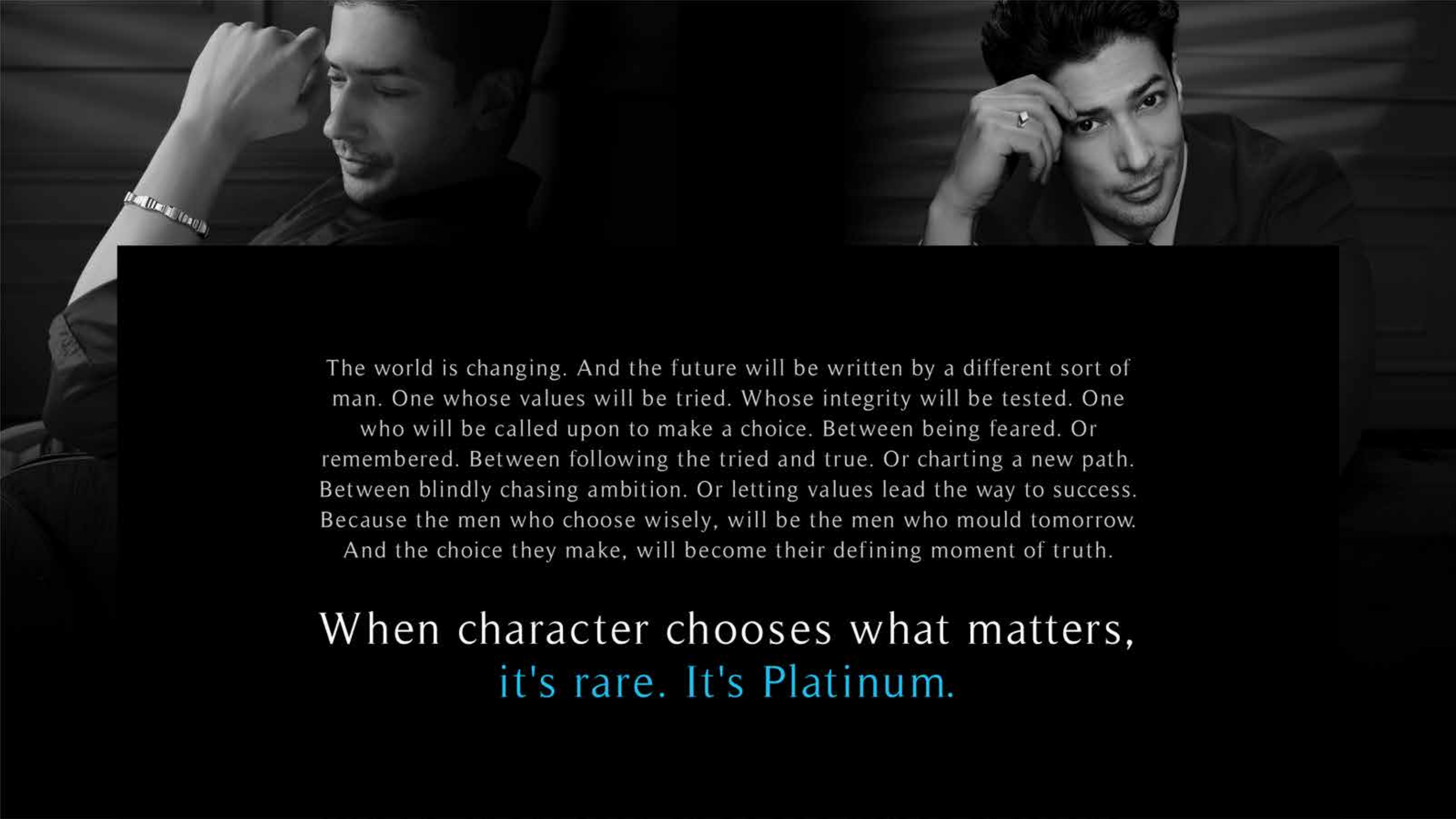


N E W C O L L E C T I O N



— MEN OF —  
PLATINUM



The world is changing. And the future will be written by a different sort of man. One whose values will be tried. Whose integrity will be tested. One who will be called upon to make a choice. Between being feared. Or remembered. Between following the tried and true. Or charting a new path. Between blindly chasing ambition. Or letting values lead the way to success. Because the men who choose wisely, will be the men who mould tomorrow. And the choice they make, will become their defining moment of truth.

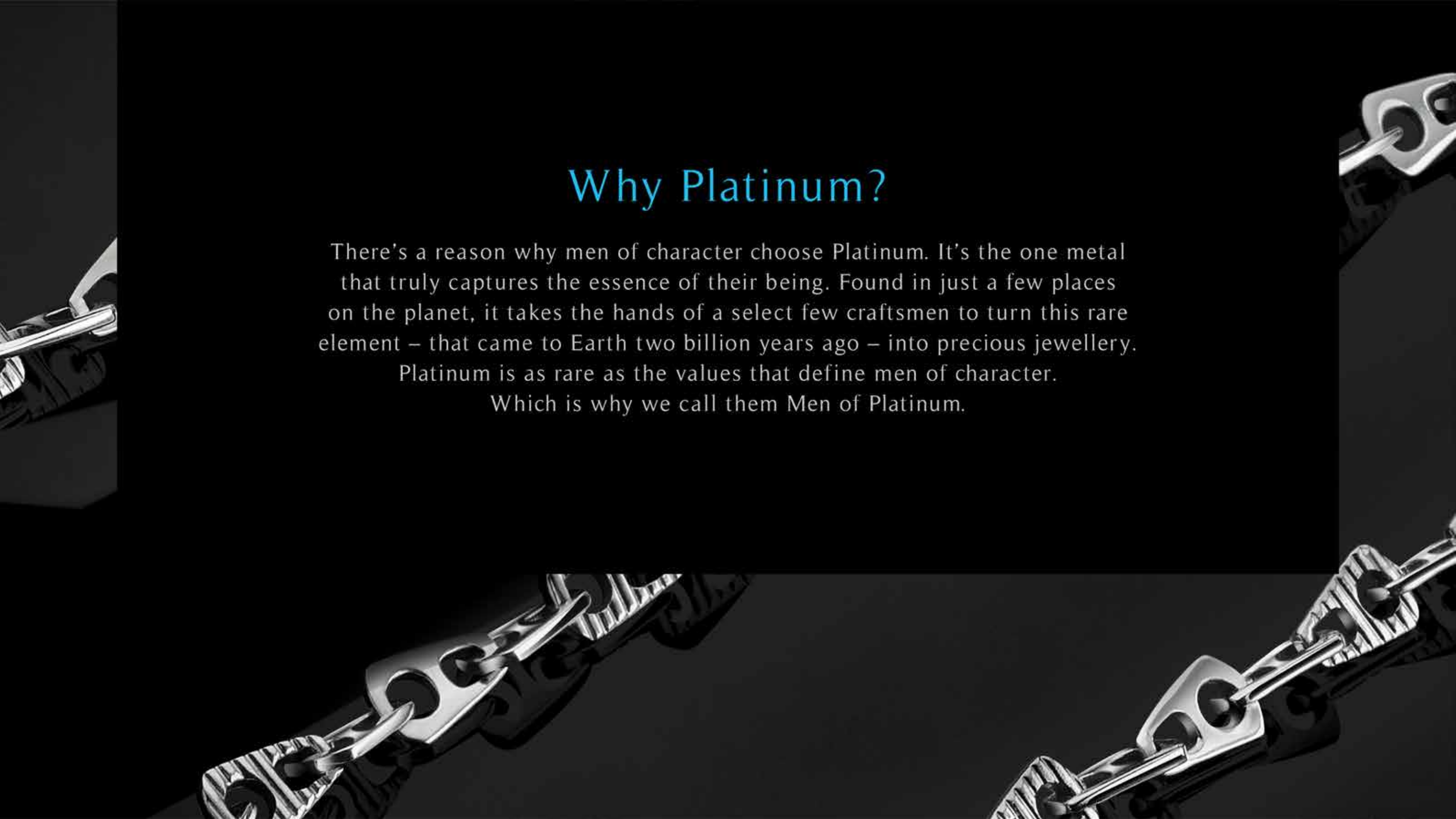
When character chooses what matters,  
it's rare. It's Platinum.

## Why Platinum?

There's a reason why men of character choose Platinum. It's the one metal that truly captures the essence of their being. Found in just a few places on the planet, it takes the hands of a select few craftsmen to turn this rare element – that came to Earth two billion years ago – into precious jewellery.

Platinum is as rare as the values that define men of character.

Which is why we call them Men of Platinum.

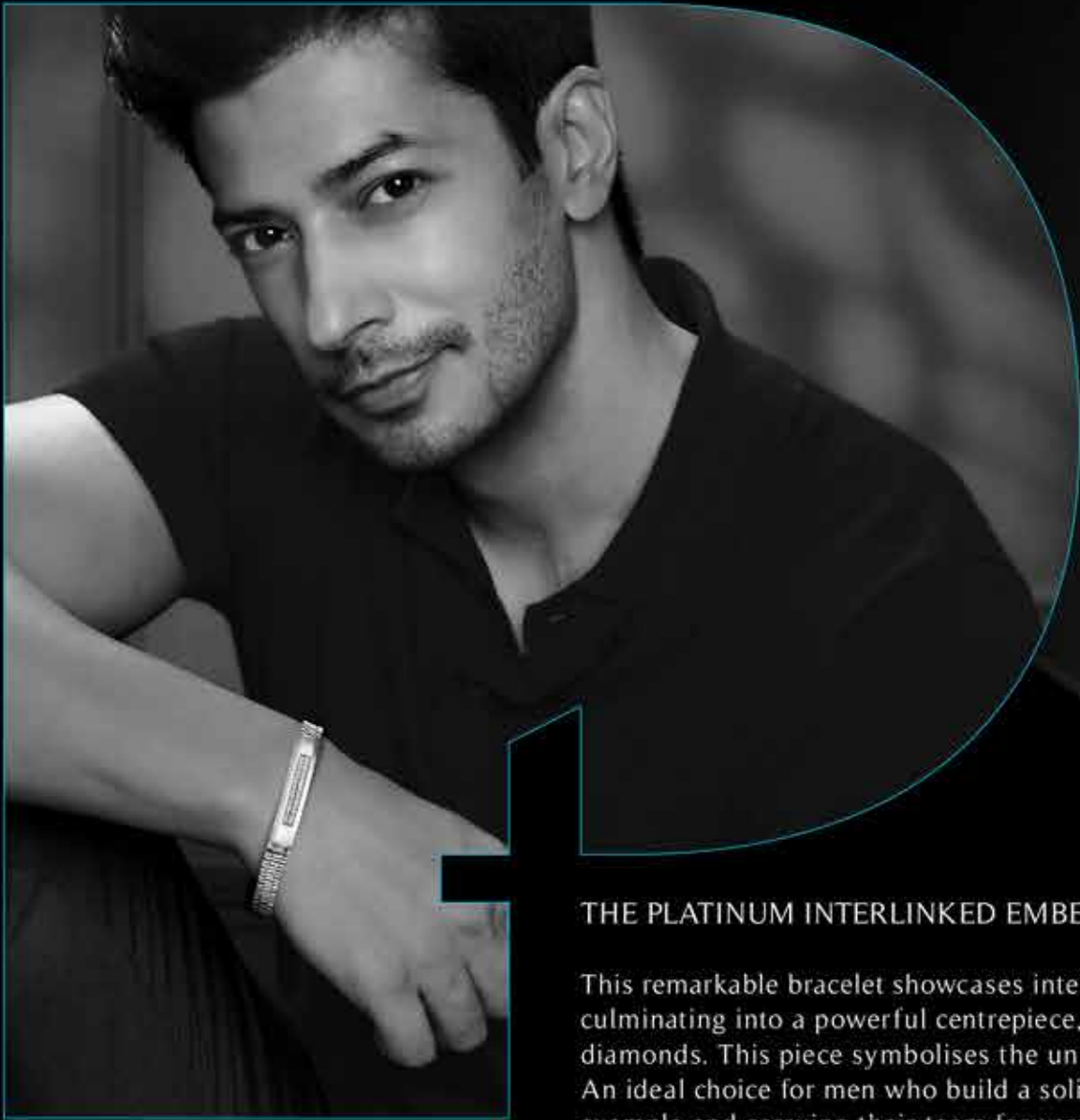






## Design Inspiration

A man of Platinum is known for his remarkable character, which never fails him. This collection is a celebration of the myriad values that come together to forge his constitution. Solid yet aerodynamic forms, marked with intricate textures and indestructible links, come together to create a range that displays versatility, strength, and poise. Defined by sleek contours and understated matt lustres, this bold dynamic collection is the perfect complement to those men who are able to hold their own through it all.



#### THE PLATINUM INTERLINKED EMBELLISHED BRACELET

This remarkable bracelet showcases interlocking Platinum links culminating into a powerful centrepiece, arrayed with sparkling diamonds. This piece symbolises the unmatched strength of unity. An ideal choice for men who build a solid foundation by leading by example and carrying their team forward. Crafted in Platinum, a metal renowned for its unparalleled strength, making it incredibly rare.



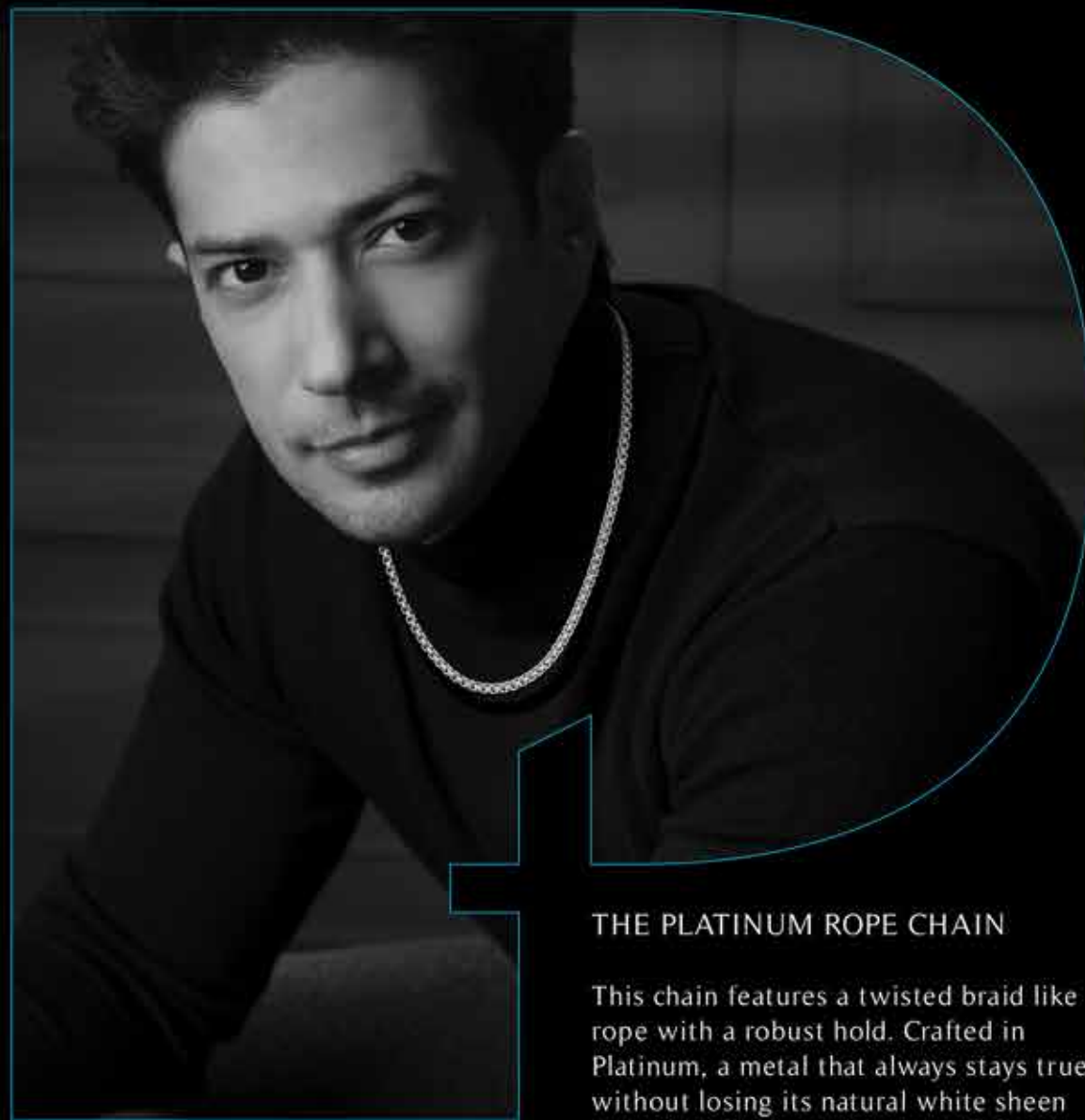


#### THE PLATINUM HELIX RING

This intricate ring with a distinctive rose gold spiral that complements its solid surface, is crafted using Platinum that stays untarnished and unfading. Making it rare. Its design resembles those rare men who stand firm and resilient, refusing to bend or surrender in the face of daunting trials.







#### THE PLATINUM ROPE CHAIN

This chain features a twisted braid like rope with a robust hold. Crafted in Platinum, a metal that always stays true, without losing its natural white sheen even after years of wear, making it truly rare. Its design resembles a braided rope, symbolising unity, and strength in the face of challenges.



#### THE PLATINUM WAVES WRISTWEAR

This kada with its unconventional grooves and free-flowing motifs symbolises the serene waves of an ocean. Crafted in Platinum, a metal that can endure the test of time. Making it rare. Like those men who stay unchanged and calm even when the tides of time are not in their favour.

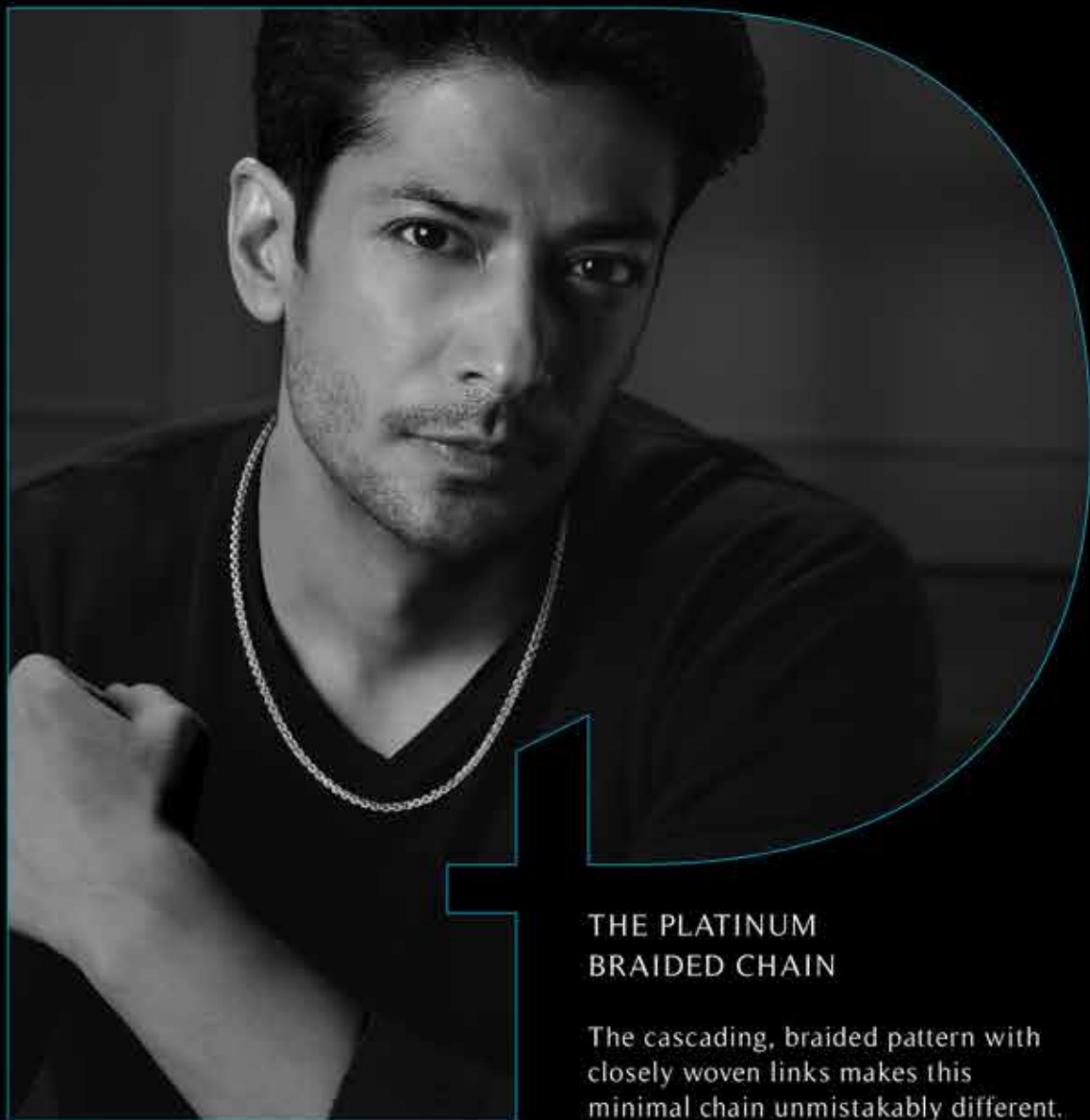




#### THE PLATINUM STAGGERED DUAL TONE BRACELET

A product of exquisite artistry, this dual-toned bracelet with its interlinked forms exudes a sense of refined sophistication. Crafted in Platinum, a metal that never fades, never loses its white sheen. Making it truly rare. This bracelet is inspired by men who never change. Men who know that inclusivity is the missing link to success.





#### THE PLATINUM BRAIDED CHAIN

The cascading, braided pattern with closely woven links makes this minimal chain unmistakably different. Made of Platinum, a metal celebrated for its unparalleled strength, thereby making it rare. The design represents the intertwining of values and qualities that men of character uphold, on their journey towards greatness.



## THE PLATINUM GILDED ACCENTS WRISTWEAR

This captivating kada is all about subtle elegance and solidity. Crafted with meticulous precision, its minimal geometric gilded patterns complement men who are resolute when it comes to their values and beliefs. Crafted in Platinum, a metal known for its unmatched strength, it is truly rare. As rare as those men whose strength lies in staying true no matter what.







#### THE PLATINUM MESH RING

This meticulously crafted ring, with its stylishly angled corner, showcases a meshwork surface reminiscent of interconnected bonds. Crafted in enduring Platinum, a metal that is truly rare, it's a testament to unwavering strength and unity. It mirrors those exceptional men who, much like this intricate mesh, collaborate with their allies, standing strong as they weave tales of shared challenges and triumphs.





#### THE PLATINUM SEAMLESS SPIRAL BRACELET

In this contemporary bracelet, fluidly interlinked Platinum facets converge into a striking spiral centrepiece. The continuous loops and turns of the spiral symbolise life's journey. They reflect the resilience of a few rare men who can navigate their way through any complexity that comes their way. Crafted in Platinum, a metal that stands strong and stays true for a lifetime, making it truly rare.



## THE PLATINUM TRIANGULAR CURVED CHAIN

With interwoven motifs and twisted silhouettes, this Platinum curved triangular chain strikes the perfect balance between style and sensibility. Crafted in Platinum, a metal that's long-lasting and enduring. Making it rare. Like unshakable men, who chart their own course with courage, weaving their story with every step.







#### THE PLATINUM SPIRAL ACCENT WRISTWEAR

This kada featuring a carefully crafted triangular spiral accent leaves quite an impression. Like men who embrace life's twists and turns with their sheer resilience. Made of enduring Platinum that can easily resist wear and tear, this is a metal that's extraordinarily rare. This kada is an ode to those resilient men of unwavering character who are as rare and invaluable as the Platinum they wear.



#### THE PLATINUM BOLD BLOCKS BRACELET

This impeccably crafted bracelet features elegantly carved blocks that merge seamlessly with understated finesse. The bold blocks symbolise the courage of a rare breed of men – who continue to build and follow a vision, no matter the circumstances. Crafted in Platinum, a metal that is incredibly resilient and stays steadfast through years of wear. Platinum is truly rare. Like those rare men whose courage carries them through.





#### THE PLATINUM HEXAGON RING

With horizontal lines and a striking black ceramic hexagonal center, this ring showcases a distinctive design in Platinum, a metal renowned for its rare strength and endurance, making it one of a kind. A symbol of men who uphold their principles, pursuing their goals with unwavering dedication and steadfastness despite the odds.





#### THE PLATINUM A LINK CHAIN

The A-shaped arrow like Platinum facets linked together in succession create a spectacular Platinum piece, this chain elevates the code of style for modern men. Crafted in Platinum, a metal that stands the test of time without losing form, making it truly rare. A powerful tribute to those unwavering visionaries, who forge ahead with resolute perseverance as their guiding force.





#### THE PLATINUM FLUID MESH BRACELET

A statement in fluidity, this interwoven design with hints of rose gold on the solid central core, represents an unyielding heart and a man's steadfast commitment to his values no matter what life throws at him. Crafted in Platinum, a metal that retains its shape and never loses its white sheen. Making it rare and truly one of a kind.



#### THE PLATINUM EMBELLISHED PELLET CHAIN

Artfully crafted, this chain showcases a flawless union of refined workmanship and striking motifs. Forged in Platinum, a metal that's known for its enduring nature, making it rare. Each pellet signifies memories and accomplishments, reminding the wearer of their triumphant moments and life's milestones.





#### THE PLATINUM DUAL TONE STROKES WRISTWEAR

This contemporary statement piece speaks volumes about its impeccable craftsmanship. The forward-moving, rhythmic rose gold strokes consistent across this kada add a dash of dynamism to its solid silhouette. Forged in enduring Platinum, a metal that can withstand the test of time, making it rare. Like those extraordinary men who persevere and find the courage to move forward no matter the odds.





**THE PLATINUM BOLD  
SILHOUETTE RING**

A modern and elegant statement of refinement, this ring exudes class. With its subtle yet bold design and clean angular cuts, it's expertly crafted in Platinum, a metal that never fades, making it truly rare. It resonates with those rare men who stand tall, unwavering in their commitment to their values and convictions.





#### THE PLATINUM DUAL LOOP CHAIN

Artfully crafted with intertwining dual loops, this chain embodies an inherent duality of strength. Made from 95% pure Platinum, one of Earth's rarest and strongest metals, this captivating piece symbolises the harmonious balance of different strengths in men who fearlessly embrace life's challenges with unwavering self-belief.



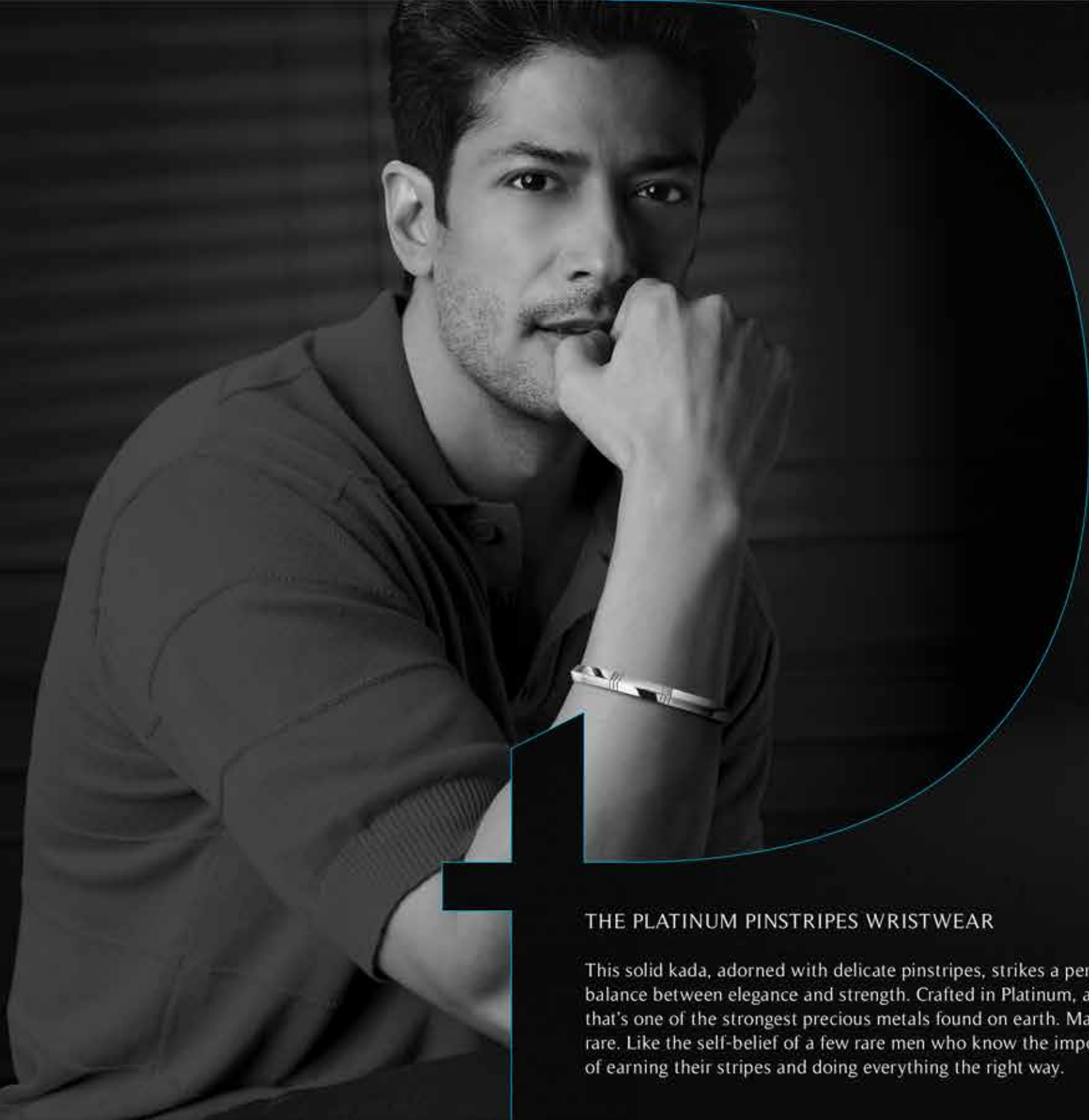




#### THE PLATINUM CRISS CROSS BRACELET

Solid blocks punctuated with a series of criss-cross rose gold motifs, this bracelet is bold and distinct. These criss-cross patterns on a solid Platinum band serve as a reminder to men of character that with their inner strength and courage, they will always overcome any obstacle. Crafted in Platinum, a metal that never tarnishes nor fades. One that is truly rare. This Platinum piece is an ode to the unwavering resolve of men of character.

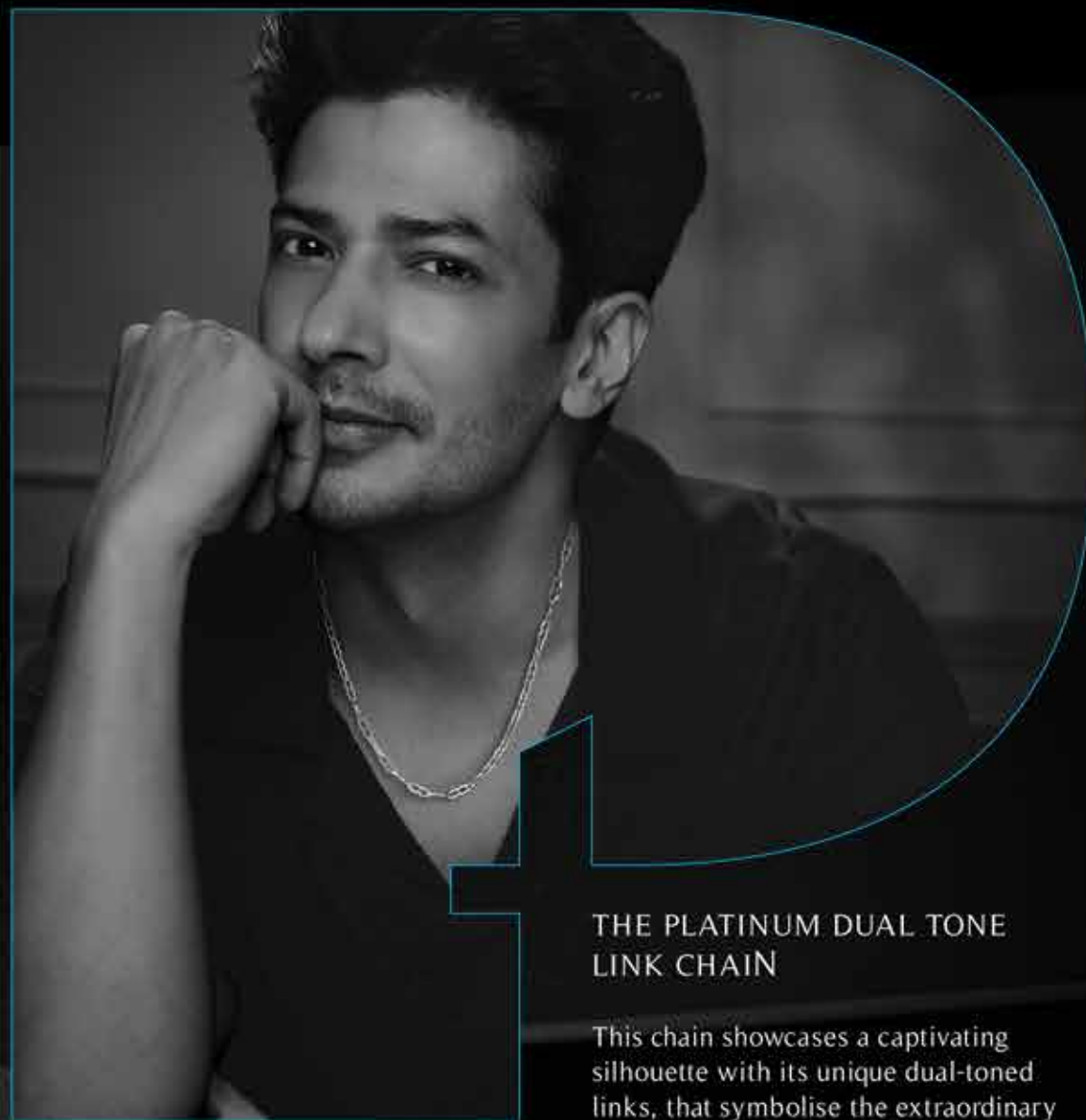




#### THE PLATINUM PINSTripES WRISTWEAR

This solid kada, adorned with delicate pinstripes, strikes a perfect balance between elegance and strength. Crafted in Platinum, a metal that's one of the strongest precious metals found on earth. Making it rare. Like the self-belief of a few rare men who know the importance of earning their stripes and doing everything the right way.

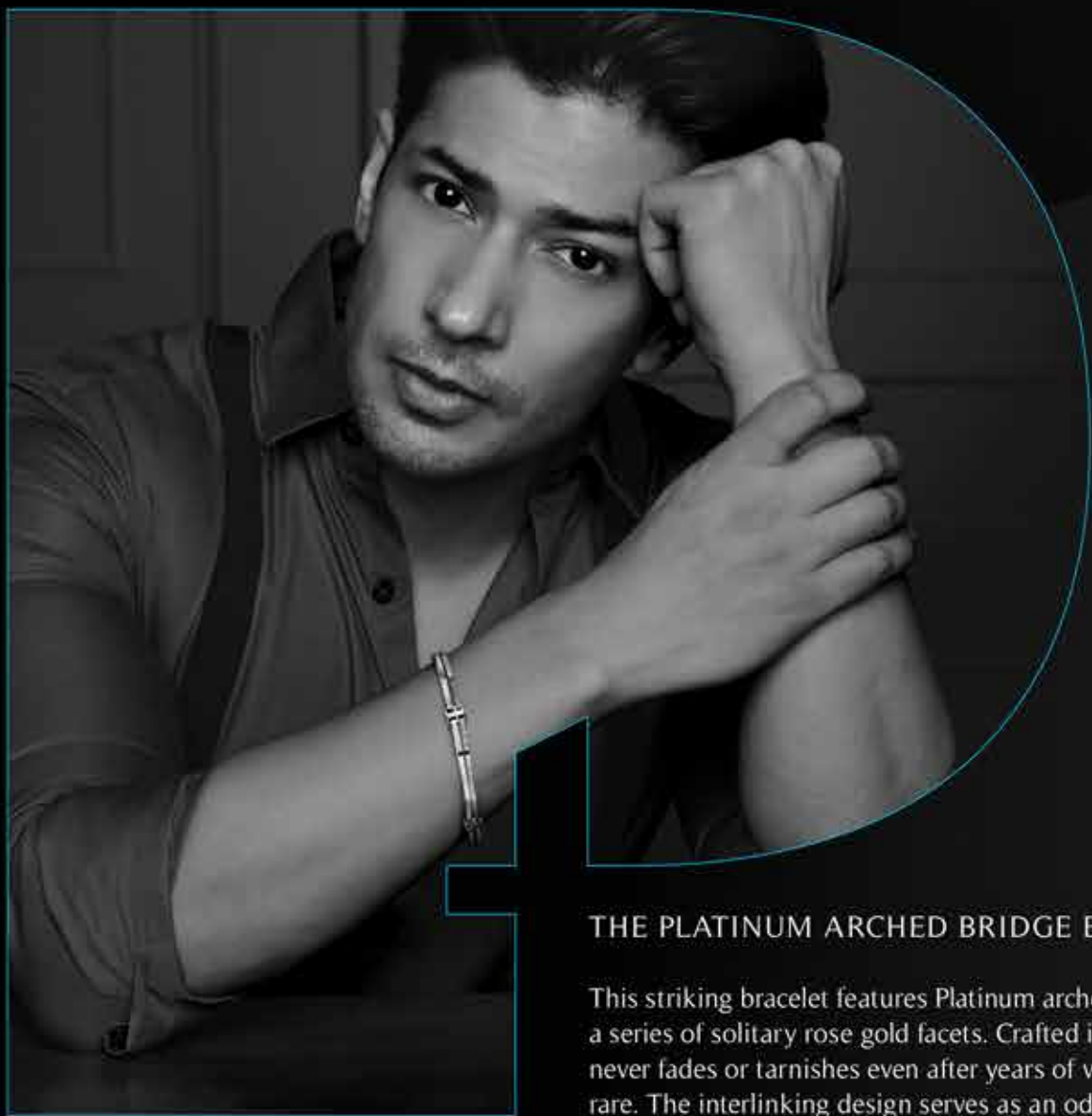




#### THE PLATINUM DUAL TONE LINK CHAIN

This chain showcases a captivating silhouette with its unique dual-toned links, that symbolise the extraordinary journey of a man of character. Through ups and downs, the chain embodies the enduring spirit of these men. Crafted in Platinum, a metal that never fades or tarnishes. A metal that is one of a kind.





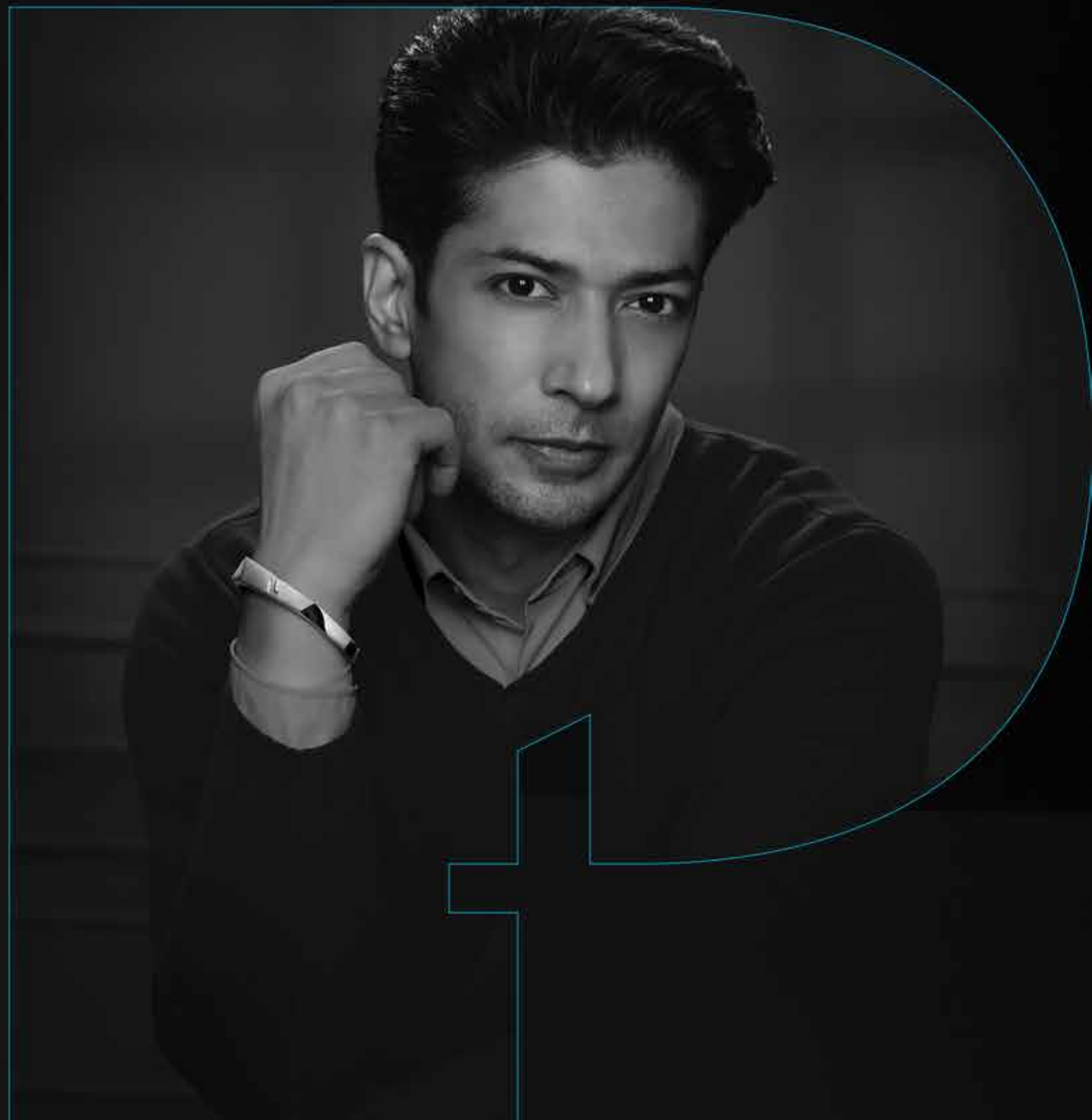
### THE PLATINUM ARCHED BRIDGE BRACELET

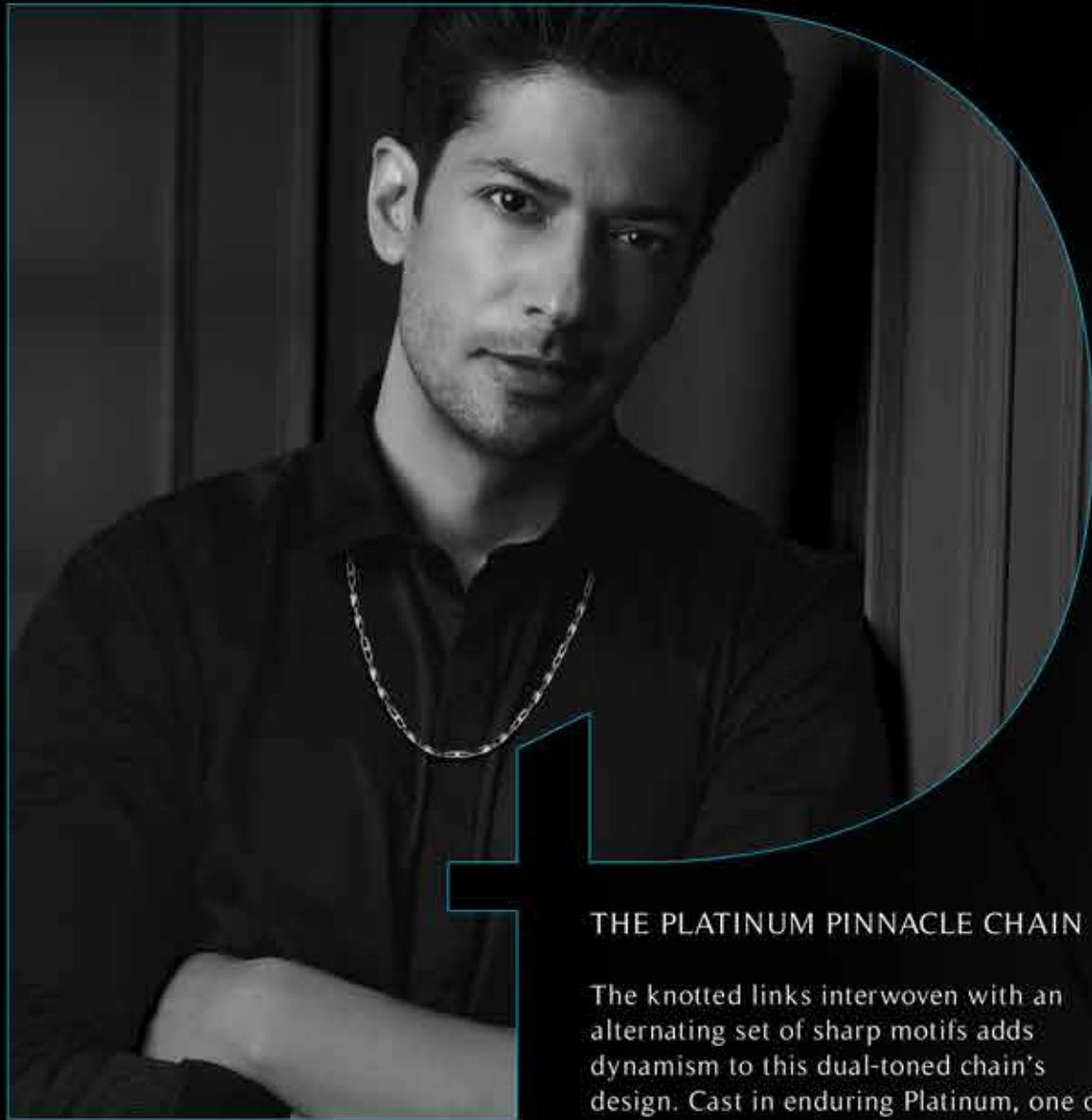
This striking bracelet features Platinum arches that effortlessly bridge a series of solitary rose gold facets. Crafted in Platinum, a metal that never fades or tarnishes even after years of wear, making it truly rare. The interlinking design serves as an ode to the remarkable character of those men who forge connections and bring people together through the power of compassion.



## THE PLATINUM BOLD SILHOUETTE BRACELET

The contemporary outer design of this bracelet is all about minimalism. The inner silhouette, made of hollowed squares, makes a bold statement. Crafted in Platinum, a metal that is durable and can endure wear and tear. Making it truly rare. Similar to men who remain calm and composed on the surface but draw from deep reserves of courage when the situation demands.





#### THE PLATINUM PINNACLE CHAIN

The knotted links interwoven with an alternating set of sharp motifs adds dynamism to this dual-toned chain's design. Cast in enduring Platinum, one of the strongest precious metals on Earth, its ability to endure makes it truly rare. Every link on this chain symbolises strength, purpose and unwavering intent.







#### THE PLATINUM SERENE BLUE CUBE RING

Infused with a hint of blue, this ring stands as an ode to inventiveness. Its geometric motifs and sharp edges blend seamlessly with the solid box shape, while the criss-cross grooves amplify its bold silhouette. It mirrors the spirit of those pioneering men who, with an unwavering passion, innovate and build on their vision tirelessly. Forged in enduring Platinum a metal that never fades and retains its natural white, making it rare.



#### THE PLATINUM CASCADES BRACELET

With strong Platinum links seamlessly weaving together solid textures, this bold bracelet exudes an air of confident sophistication. Crafted in Platinum, a metal that stands the test of time without ever fading, making it truly rare. A powerful tribute to those men whose courage never falters.

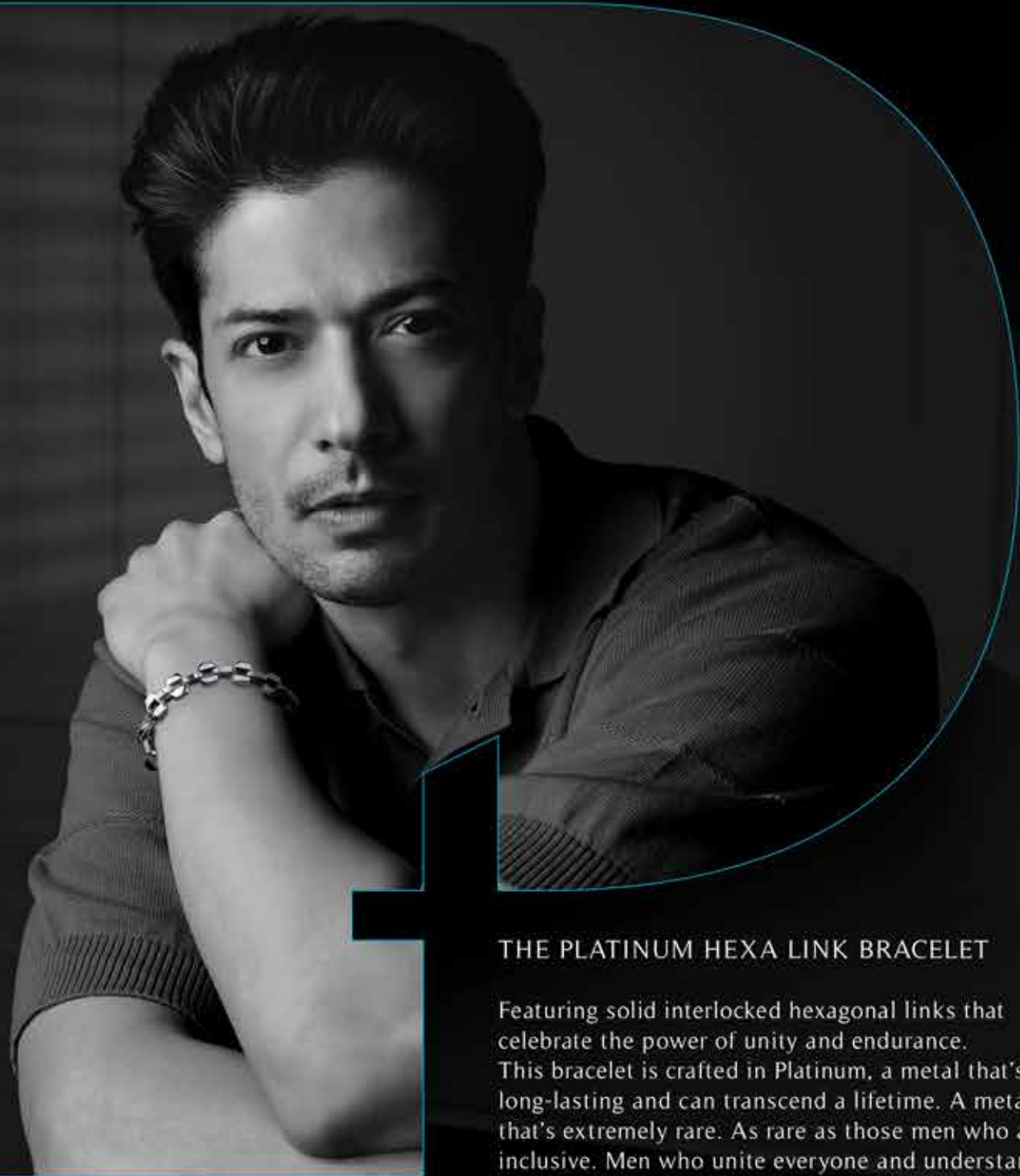


## THE PLATINUM OVERLAY PATTERN CHAIN

This dual-toned chain entices with a series of overlapping facets and intricate loops, creating a captivating design. Crafted in Platinum that stays unchanged and unaffected by time. Making this metal rare. Each facet represents moments of unwavering courage, where you chose to stand tall amidst life's fiercest storms.







#### THE PLATINUM HEXA LINK BRACELET

Featuring solid interlocked hexagonal links that celebrate the power of unity and endurance. This bracelet is crafted in Platinum, a metal that's long-lasting and can transcend a lifetime. A metal that's extremely rare. As rare as those men who are inclusive. Men who unite everyone and understand that success thrives on unity.





#### THE PLATINUM SQUARE ACCENTS WRISTWEAR

The squares of rose gold, set against the sheen of Platinum in this kada, narrate a tale of exquisite taste. It's a fitting ode to men who understand that embracing diversity and being inclusive enriches their world. Forged in a metal that stays the same for a lifetime, Platinum never fades, making it rare beyond measure.



#### THE PLATINUM EMBELLISHED ANGULAR RING

With countless angular-textured links intricately woven together, this ring mirrors the many experiences that shape a man's life. Each link, represents a challenge faced, and triumphantly overcome. It symbolises the enduring spirit of men who embrace every facet of their journey. Crafted in 95% pure Platinum, one of the highest standards of purity in precious jewellery, Platinum is truly rare.







#### THE PLATINUM GEOMETRIC STRIDES BRACELET

This sleek bracelet flaunts geometric step-like motifs that embody the journey of evolution. Crafted in Platinum, a metal that stays true even with years of wear. Making it incredibly rare. This bracelet is designed for those men who see challenges as a stepping stone to their growth and an opportunity to become better.

### THE PLATINUM MARK OF ASSURANCE

Every individual piece of Platinum jewellery has an assured purity of 95%, which is certified by the Pt950 mark stamped on each of them.

The accompanying Purity Assurance Card carries a unique identification number along with the weight and purity of that particular piece.

PGI's Quality Assurance Programme assures true value for all patrons by ensuring that the Platinum you buy is of the highest possible purity.



### MARK OF TRUE PLATINUM

On every purchase of Platinum jewellery, look for the Pt950 mark and insist on receiving your Purity Assurance Card.

AUTHORISED PGI RETAILER

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— MEN OF —  
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