



## ALL THAT GLITERS IS NOT GOLD...

**What:** platinum. This beautiful metal is now considered the ultimate fashion statement in men's jewellery. Cartier, TAG Heuer and Rolex, as well as numerous other jewellers and watchmakers, are making their mark with platinum. It's versatile, elegant and always makes a statement.

**Why:** platinum's timeless yet contemporary style gives each item of jewellery a sophisticated air. Its silvery-

white hue makes it the perfect accompanying metal for diamonds, sapphires and tanzanite.

**Who:** shine with stars like Leonardo DiCaprio, Jamie Foxx and David Beckham – all big fans of platinum designer Chris Aire (aka the Ice Man), who specialises in creating beautiful pieces from platinum and diamonds.

**The best part:** as 80% of the world's platinum is produced in Africa, platinum is a proudly South African product.

**And even better:** platinum is hypoallergenic, so those with sensitive skin can now bling it up with the best.

**There's more:** as an investment, platinum shares outshine the competition every time, so why not complete your financial portfolio with a platinum investment?

**Decide for yourself:** visit your favourite jewellery store, or contact Browns Jewellers ☎ 011 250 2000 or Arthur Kaplan ☎ 011 669 5600. Alternatively, visit Anglo Platinum at [www.angloplat.com](http://www.angloplat.com).