Article Side
Time to look beyond gold by Ashish Kaith

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With changing times, jewellery business has undergone a massive change as well. The designs and trends of jewellery designs have undergone revolutionary change. Traditionally, jewellery sets made from gold were used for special occasions, marriages in particular. Conventional methods were all about exchanging gold necklaces, bracelets and rings. The amount of gold used in jewellery indicated wealth of the family.

Gone are such days and today these have been replaced by gems and diamonds fitted in platinum and white gold. These new age precious metals are even more graceful and subtle in their appeal, and when blended with Gold they create magic. Moreover, durability, resistance to scratch and breaks are some other reasons why the focus has shifted to platinum, titanium and pearls.

Gold jewelery in general and it's use has changed. No longer are the women confined to households. They are as independent as men, working head to head in the corporate world. Dashing ear-rings, bracelets, chains, anklets etc. only add to their confidence and accentuate their personality. Gold jewelery is now classified into two very distinct categories. That which is to be worn on special occasions and then that which is part of a woman's everyday life.

Diamonds are said to be a woman's best friend, quite true. The love for diamonds is quite visible from the growing numbers purchasing them. Variant coloured diamonds of the likes of pink, blue, red, chocolate and others are popular in the market. Pearls like ruby and sapphire are also hot stuffs in the jewellery market. A new trend has emerged wherein combination of pearls and diamond is fast gaining popularity. Such things are rare in production and this has shoot up the demand, as per the demand supply rule.

Rise in the standard of living has changed the purchasing habits and now people with high incomes are turning to custom made jewellery and designer gold set, a practice once limited to a few. No longer is the use of using jewellery limited to women, men are turning heads as well. It is not a new phenomenon as men did use ornaments, if one looks back in the past. Tungsten which finds no use in women's jewellery is well used for making accessories for men. Making gold set or jewellery for women from tungsten is a tough task and not widely adopted. Tungsten accessories are a bit rough in nature and best suited for men.

Jewellery is all about adding that extra grace. Choose the one that best suits your personality, be it gold, diamond or pearls.

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TBZ, a well known name in the a gold jewellery market offers wide ranging exquisite a gold set, rings, bracelets. Visit us to know more about diamonds and pearls, the two hot-picks at present.

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