

Take Back The Holidays with Platinum Born



OCTOBER 14, 2020

Brought To You By Platinum Born

platinum born[®]
BRILLIANCE REIMAGINED

Every year brings new fortunes and challenges to our professional and personal lives, but we can probably all agree that 2020 has truly tested us. This year, everyone has been required to pivot and to grow in different ways to accommodate the shift in business and consumer behavior. With many businesses closed (or slowed) for a portion of the year to maintain a healthy and safe environment, the upcoming holiday season is more important than ever.

Let's not forget that consumers went through similar experiences themselves, and they are looking forward to some holiday cheer. Now more than ever, consumers understand the value of quality and longevity. While travel and experiential gifts will likely decrease this year because of health/safety concerns, consumers are being drawn toward buying and gifting more meaningful objects that symbolize that "stronger together" mentality so many have become reacquainted with this year. Think platinum jewelry... particularly, Platinum Born.

Platinum Born reimagines fine jewelry with the world's most rare and precious metal- platinum, and will be on the top of your customers' wish lists. Our jewelry brings refined sophistication paired with a natural diamond-like sparkle to everyday life through its versatile offering of necklaces, earrings and bracelets made exclusively in platinum.



Limitless Loop

What sets Platinum Born apart?

Platinum is our undeniable truth. Platinum is the world's most resilient, luminous and luxurious metal. We only use platinum because we believe that jewelry should be as strong and precious as our customers.

Today's women know they deserve more from their jewelry. Platinum Born pieces are more than an accessory, they are an extension of their individuality. Each piece is carefully crafted to evolve and transform with the woman who wears it while perfectly pairing with their brilliant wardrobes. With a range of affordable luxury price points, there is an offering in Platinum Born's collection for any occasion your female customer wishes to commemorate and is the sought-after giftable piece this holiday season.

Platinum Born has recently added seven stunning new pieces to the line: 3 necklaces, 2

bracelets, and a captivating multi-wear piece. Visit [our site](#) to check out these styles, including the [Limitless Loop](#), which is the perfect piece to add layers of everyday sparkle, and the [Luna Magnetic](#), a new take on the classic [Magnet](#), which can be worn either as a necklace or bracelet. Other new styles include: [Strata Necklace](#), [The Halo Choker](#), [Sunrise Bar Necklace](#), [The Aurora Necklace](#), and the [Solstice Bracelet](#).



Luna Magnetic

Promote Platinum Born in Your Store(s)!

Platinum Born was launched in 2017 and is exclusively distributed by Suna Bros. in North America. The collection currently has 65 pieces and is continuously growing to include additional designs that appeal to the modern, self-gifting female customer.

Contact Suna Bros.' Senior Business Development Manager Emily Kaiser at emily@platinumborn.com if interested in learning more about how Platinum Born can help you promote the brand this holiday season, or if you'd like to become a new Platinum Born retailer.

Visit Platinum Born today at www.platinumborn.com, or find us on social media.

Instagram: [@PlatinumBornJewelry](#)

Facebook: [@PlatinumBorn](#)