

## Rose Gold Inspires Hot Trend in Men's Wedding Bands

*Retro classic jewelry makes a comeback and is now available in many styles*

February 5, 2010 (FPRC) -- Due to a recent trend in couples shopping for Rose Gold wedding bands, Titanium-Jewelry.com, a leading online retailer of titanium and tungsten jewelry, matching wedding bands and men's rings, is pleased to introduce the latest in rose gold rings and wedding bands.

Rose gold, also called pink gold or red gold, is characterized by its alluring "pinkish" hue. Rose gold wedding bands are typically available in 14K, (.583 pure), or 18K, (.750 pure). Rose gold is produced by alloying pure gold with varying amounts of copper. To achieve the reddish color, the copper alloy is increased while decreasing the silver colored alloys. The result is a striking reddish tone to the gold.

The term "rose gold" may have been coined from the French word for 'pink' which is "rose." Rose gold, invented centuries ago and often found in vintage and antique jewelry, finds itself once again in vogue as the new fashion color for fine jewelry and wedding bands. Many top bridal jewelry designers, as well as prestigious watch brands such as Patek Philippe and IWC, are now featuring their newer designs in rose gold.

Industry experts expect rose gold to increase in popularity as more jewelers begin to offer it to their customers. Rose gold seems to have finally become a viable option for many retailers, according to Modern Jeweler magazine.

To meet the new demand, rose gold rings are the newest addition to Titanium-Jewelry.com's extensive selection of unique jewelry.

"Rose gold was a very popular metal used in Retro period jewelry back in the 1940's, that is experiencing renewed interest today," says Ron Yates, founder of Titanium-Jewelry.com. "The fashion forward jewelry shopper who desires something different will be drawn to rose gold's rich and warm tones. It's a wonderful precious metal to wear for your wedding ring. I absolutely love it!"

Titanium-Jewelry.com features the latest in rose gold rings by Benchmark and COGE, both leading U.S. designers of men's and ladies' wedding bands. Their pieces combine vintage elegance of rose gold with the modern craftsmanship and style the designers are known for.

All of Titanium-Jewelry.com's rings are backed by a 30-day "love it or return it" guarantee. Additionally, the retailer's Lifetime Sizing program enhances the value of every one of its titanium and tungsten rings: since it's common for a person's ring size to fluctuate, Lifetime Sizing ensures customers a proper fit for the entire lifetime of their rings. Under this policy customers can return their rings along with invoice and receive a proper-sized replacement for no charge.

Customers and fans of titanium jewelry can receive updates via the company's Twitter page (<http://twitter.com/TitaniumJewelry>) which alerts them of the latest in the world of titanium and tungsten jewelry. The Titanium-Jewelry.com Facebook page (<http://www.facebook.com/pages/Titanium-Jewelrycom/82644032442>) offers gallery views of its

featured items along with glimpses of the latest new products and gift ideas.

About Titanium-Jewelry.com

Titanium-Jewelry.com provides a wide selection of titanium rings, tungsten rings and black titanium jewelry uniquely styled for men and women. Experts in modern men's wedding rings and modern metals jewelry, Titanium-Jewelry.com leads the industry in contemporary jewelry fashions. For more information, please visit [www.Titanium-Jewelry.com](http://www.Titanium-Jewelry.com).

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