



Nicholas James becomes a Palladium pioneer

Award winning jeweller, Nicholas James is pleased to announce the launch of its men's bands in the rare and lustrous silvery-white metal palladium during this year's London Jewellery Week 7th – 13th June.

Virtually unheard of a few years ago palladium is now officially recognised as a precious metal and since 1st January 2010 legally requires a hallmark, the same as fine jewellery made from gold and platinum. Discovered in 1803 and named after Pallas Athena – the goddess of wisdom and war - her image is used as the palladium hallmark at the UK Assay Offices.

This naturally white, 95% pure metal is from the same family as platinum. One significant advantage of palladium is that it is priced similarly to 14 carat gold, so offers a tempting alternative to platinum at today's prices. Yet the metal itself is in fact several times rarer than gold and boasts a multitude of benefits.

As the credibility of an independent UK hallmark guarantees the metal's quality to an international standard, Palladium is gaining significant attention and Nicholas James is at the forefront of these developments.

Nick Fitch, creative force behind Nicholas James explains: "Palladium's unique properties are opening up some really fantastic opportunities for innovative jewellery design. Therefore it's ideal for creating men's rings as it allows less metal to create a bigger, more robust and masculine look - perfect for the larger finger sizes and band widths associated with men's rings. Palladium's lighter weight also makes it extremely comfortable to wear. We're looking to further develop our palladium range and create exclusive statement ring designs in this exciting new metal."

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Notes to editors:

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