

Demand for platinum bridal jewellery in China on the rise

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Demand for platinum bridal jewellery is on the rise in China but platinum producers are also targeting the country's non-bridal platinum jewellery market, a recent report said.

A report by *Mining Weekly* quoted Anglo American Platinum Ltd CEO Chris Griffith as saying that companies are now investing in platinum jewellery promotion.

"We've done a piece of work to understand why people would buy jewellery in the rest of the 70 percent that's not bridal and even then we see about half still being linked to the theme of love and emotion," Griffith said.

Birthdays and anniversaries were found to drive a big portion of China's non-bridal platinum jewellery demand and steps are being taken to capture more of that market segment, according to the company official.

He also cited the creation of the World Platinum Investment Council, which promotes platinum investment, the report **said**.