

# White Gold



## *Introduction:*

Gold is always naturally yellow in colour, white gold does not occur naturally so is therefore produced in the following way.

## *The Process:*

Gold is naturally yellow in colour therefore to achieve white gold, gold is mixed with various white metals to produce an alloy. Metals which are added to the gold can include silver and palladium. The result of this alloy is a pale greyish yellow colour, this is often compared to paint, no matter how much white is added to yellow, it will never be truly white in colour.

To achieve the brilliant bright white finish, the final article is rhodium plated. Rhodium is a hard wearing bright white metal however as with any form of plating, the rhodium will wear off over a period of time to reveal the pale greyish yellow metal beneath. This is usually dependant on the wearer and the conditions in which the jewellery is being worn. Rhodium plating will wear away more quickly if it is exposed to chemicals such as perfume, soap and hand cream. It will therefore be necessary to have white gold rings re-plated frequently, in our experience this usually means around once a year, however this varies greatly from person to person.

## *Our Jewellery:*

We guarantee all our white gold jewellery for the first year therefore if the plating begins to visibly wear away within a year of purchase, we will arrange for it to be re-plated free of charge. After the first year we will re-finish white gold jewellery for a small charge. Please contact us on 01159 400 500 or [sales@chapelle.co.uk](mailto:sales@chapelle.co.uk) or visit your nearest store for further details.

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