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ASIAN STAR

Pt600 by Asian Star

A Smart, Affordable Platinum 950 Alternative.

The White Metal Shift

Today's jewellery buyer values distinction, but with discernment. White metals continue to dominate trends, desired for their elegance and versatility.

Yet with gold becoming increasingly expensive and platinum perceived as elite, there's a growing need for an alternative that offers both aspiration and accessibility. The market is ready for a smarter white metal.

Today's jewellery buyers demand elegance, but are price-sensitive.





What's Holding Platinum Back?

Platinum has long symbolized rarity, purity, and luxury. However, traditional grades like Pt950 and Pt999 come with high material costs, making them unattainable for large segments of the market.

Pt950/Pt999 is aspirational but costly. Entry-level product opportunities and scalable business potential are limited.

A STEP FORWARD IN PLATINUM INNOVATION

Same look and feel as Pt950

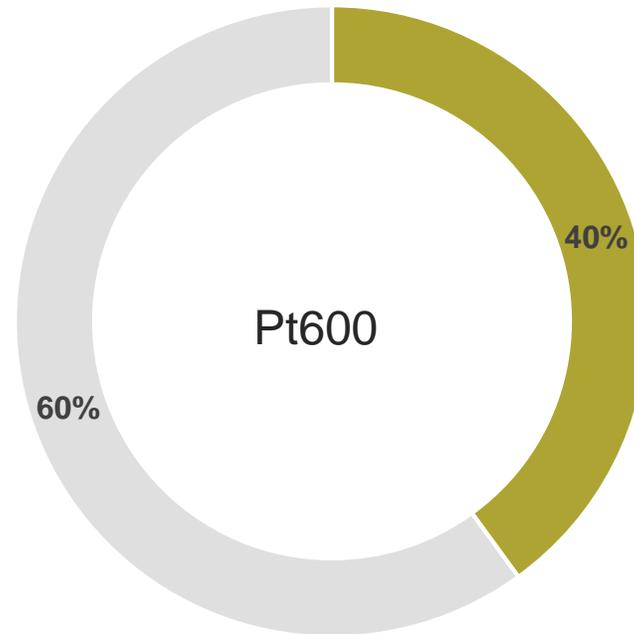
Visually indistinguishable to the customer, retains the lustrer, weight, and elegance.

More accessible for both buyers and brands

Lower material cost makes platinum more attainable and scalable in your product mix.

Perfect entry point into platinum category

Ideal for attracting new segments and offering affordable luxury without compromise.



60% platinum + 40% alloys
Smarter, Stronger, and more
Affordable Platinum.

Enter Pt600

Redefining Platinum for a Wider Audience.

Pt600 VS. GOLD & PLATINUM

A Comparative Overview



Pt600

Pt600 Platinum- \$26 USD/gm

VS

Gold & Platinum Alloys

- *14kt Gold- \$66 USD/gm*
- *18kt Gold- \$84 USD /gm*
- *PT950 Platinum- \$41 USD/ gm*



Pt600 costs up to 60% less than 18KT gold and nearly 40% less than Pt950, while retaining platinum's elegance

KEY BENEFITS OF Pt600



Durability

Pt600 offers superior durability and longevity compared to Gold, resisting daily wear while maintaining its beauty over time



Affordability

Pt600 offers platinum at more affordable price, provides excellent value compared to other platinum and gold options.



Appearance

Pt600 has the same luxurious look as higher-grade platinum

Product Showcase

Modern, minimal, and crafted for everyday elegance.





Style No : AJR34511

Dia.Wt: 0.574 Cts



Style No : AJR36242

Dia.Wt: 0.2 Cts



Style No : AJR36241

Dia.Wt: 0.268 Cts



Style No : AJR36244

Dia.Wt: 0.4 Cts



Style No : AJR36245

Dia.Wt: 0.315 Cts



Style No : AJR36635

Dia.Wt: 0.15 Cts



Style No : AJR37502

Dia.Wt: 0.3 Cts



Style No : AJR37503

Dia.Wt: 0.54 Cts



Style No : AJR37507

Dia.Wt: 0.256 Cts



Style No : AJR37530

Dia.Wt: 0.254 Cts



Style No : AJR37529

Dia.Wt: 0.5 Cts



Boosted Profit Margins

Lower raw cost, same price perception



Diversify Product Portfolio

Fill the price gap between silver and Pt950



Flexible for Any Collection

Suitable for capsule or full collections

Business Advantage



With Pt600, the future of platinum isn't exclusive—it's inclusive, innovative, and within reach.

Let's Redefine Platinum Together...



We offer flexible MOQs, fast sampling, and collaborative design development.
Ready to help you build the next platinum bestseller.