

Gifting to Others vs. Purchasing For Self

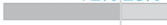


Gifters

Millennials GenX
49% **30%**

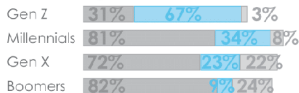


Men Women
72% **28%**



Giving To Whom?

To Sig Other To Mom To Child



Platinum is the most durable, lasting metal, making it perfect for heirloom gifting



Self-Purchasers

Millennials GenX
42% **25%**



Men Women
48% **52%**

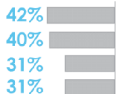


Reasons For Purchasing

Just Because Milestone Birthday Graduation



How Are They Inspired?



Where Do They Shop?



Future Platinum Spend

Agree would purchase platinum in the future



The luxurious nature of Platinum elevates the experience of treating yourself or others