

# Tennis legend Leander Paes launches a new men's Platinum jewellery collection

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Senco Gold & Diamonds today unveiled a specially curated platinum men's collection of chains and bracelets, designed in -sync with the classy style quotient of the Indian tennis ace and multiple grand slam winner - Leander Paes. The collection was launched by the stylish player alongside Suvankar Sen, Executive Director, Senco Gold & Diamonds and Rajesh Rajendran, Director Trade Marketing and Development, Platinum Guild International at Senco Gold & Diamonds CIT Road showroom in Kolkata.

One of the most decorated doubles players in tennis history, Leander Paes has carved an illustrious career with pure integrity and class. With impressive records like 18 Grand Slam titles, Paes has been a rare one bringing glory to India beyond cricket and badminton. Known as one of the best players in the history of tennis, his personality is a true reflection of style and substance, just like platinum.

This specially curated collection dedicated to the ace tennis player is inspired by the new global trend of "bold minimalism" that portrays self-style and poise in simple yet in a profoundly elegant form. This range features minimalistic pieces inspired by geometrical forms and patterns which has a bold interplay of lines and structures. The combination of matt and satin finishes add character to this collection. Each piece in the collection is crafted keeping in mind the discerning urban man.

Speaking at the launch, the tennis maestro Leander Paes shared "The unmatched purity and strength of platinum has always charmed me. It is a reflection of my style; minimalistic and elegant. To me it is a statement of individuality. I like the look, the feel and the subtlety of the metal. It appeals to my sense of practicality as the metal withstands the rigors of daily wear, lasting a lifetime".

Commenting on the occasion, Suvankar Sen, Executive Director, Senco Gold & Diamonds, said: "We are privileged to have Leander Paes at our store, to launch this specially curated platinum jewellery collection for men. His achievements are legendary and so it was a privilege to dedicate a collection in platinum for him." Furthermore he added, Platinum as a metal is distinctive and has a refined charm that men prefer when it comes to jewellery. We believe in the category and are very positive about its growth."

Vaishali Banerjee, Managing Director, India, Platinum Guild International (PGI) said, "Platinum has gained a lot of popularity among the younger audience who is more aware of international trends and is willing to try out newer options. Young men who seek subtlety and style, today are moving beyond rings and Platinum Love Bands and taking to platinum jewellery in the form of chains and bracelets. A rare and precious metal, platinum is enduring and dense. A metal that feels more substantial to wear. Platinum men's jewellery is reflective of international trends that are driving design forward making platinum the perfect jewellery for the young man of today"

Rajesh Rajendran, Director, Trade Marketing and Development, Platinum Guild International (PGI) added: "The platinum market has been growing steadily and men's platinum jewellery is the fastest growing segment albeit off a smaller base. In the recent years, we have seen a great demand for platinum jewellery for men as it is understated & sophisticated. The promising growth of this category has not only excited the trade but has also given us the confidence to expand this segment further. "

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