



Article Side

Growing Popularity of Sterling Silver Jewellery Collection by [Jon Smith](#)

Article published on February 13th 2012 | [Jewelry](#)

Silver jewellery is something which is never out of fashion. Whether you want to adorn it with your traditional wardrobe or modern outfit, silver jewellery can compliment all styles. In the recent years, there is a growing popularity of designer silver jewellery India. One of the most popular reasons for growing enthusiasm for silver jewellery is its affordability. Silver jewellery is much affordable than white gold but brings same luster and beauty. Nowadays, more and more designers are coming up sterling silver jewellery collection to touch the nerve of the jewellery market.

A fine silver which is 99% pure is very soft. It is too ductile to be used for other functional objectives. Thus, it is alloyed with other metals, usually copper, to give it strength and preserve its beauty. Sterling silver contains 92.5% by mass of silver and 7.5% by mass of other metals. These other metals are used to improve basic properties of sterling alloy such as decreasing casting, increasing resistance to tarnishing and eliminating fire scale. Other metals used to replace copper include Germanium, Zinc, Platinum and Boron. Nowadays, many manufacturers are using Argentium as an alloy to replace Copper and claims of having the best formulation. However, no alloy has emerged to replace Copper for sterling silver to meet industry standards.

Designer silver jewellery India is available in diverse spectrum of products such as rings, pendants, necklaces, bracelets, furniture, industrial artifacts & other handmade designer jewellery. If you are more specific about your taste, you can also buy customized sterling silver jewellery and other accessories. Many reputed designers offer jewellery designed and manufactured as per customer's taste and requirements. These customized designs are made with unmatched quality and spectacular designs to reflect your individuality.

With the advent of internet, buying sterling silver jewellery has become easier and cost effective. Many reputed vendors are offering high quality sterling silver jewellery collection over internet. It is advisable to conduct good research and buy it from reputed silver jewellery manufacturer to adorn yourself with a good quality jewellery.

Article Source:

<http://www.articleside.com/jewelry-articles/growing-popularity-of-sterling-silver-jewellery-collection.htm> - [Article Side](#)

[Jon Smith](#) - About Author:

Jon Smith is an expert in the field of metals and jewellery, specialized in a [silver jewellery](#). If you want to get an education on the field of silver jewellery before purchasing a ring or bracelet, make sure to read her articles. You can find more info on a [Sterling Silver Charm Bracelet](#), Pendant, Rings etc.

Article Keywords:

Sterling Silver Jewellery, Sterling Silver Jewellery Collection, Designer Silver Jewellery India