



## Men's Jewelry Setting New Records in Self Expression

*Men selecting jewelry and accessories in greater numbers.*

Modesto, CA, December 13, 2007 --(PR.com)-- Titanium-Jewelry.com, a leading online retailer of [titanium rings](#), [tungsten rings](#) and unique contemporary jewelry designs for men and women, today announced that men are moving up in the jewelry department of fashion know how and jewelry trends. More male customers are selecting jewelry and accessories for men than ever before.

Jewelry has always been connected with fashions and tokens of status, symbols of love and commitment and wealth. While this methodology has been female dominated, men are beginning to follow suit, and making new forms of self expression with contemporary jewelry designs focused on the industrial and sophisticated designs of titanium and tungsten jewelry.

With the rise in popularity of contemporary metals used in modern jewelry designs, stainless steel, platinum, titanium and tungsten carbide are gaining interest among the male population. Men are not just expressing themselves with cars or clothing, but increasingly with jewelry and fashion accessories. Perhaps the boisterous days of bling catapulted by the hip hop industry has inspired men to look beyond the wheel and threads to more personal statements of jewelry.

From watches, rings and cufflinks, this latest trend has seen its course in titanium jewelry, but increasing in popularity is jewelry made of tungsten carbide. Leading the new craze of men's jewelry fashions is tungsten rings and tungsten carbide watches. Other items such as bracelets, necklaces and accessory pieces like cufflinks, money clips and belt buckles are gaining traction again.

"We've always seen more purchases for men's jewelry as compared to women's jewelry, as the contemporary styles of tungsten and titanium jewelry works well with masculine designs. The difference we've seen in recent months however is our customer base has become more increasingly male," stated Ron Yates, founder of Titanium-Jewelry.com and owner of Yates & Co Jewelers in Modesto, CA. "Before, we had more women customers purchasing men's jewelry, where as now we are seeing just as many men buying jewelry for themselves," Yates concluded.

Titanium and tungsten carbide jewelry have paved the way for contemporary metals inspiring many new designers with the industrial yet lustrous quality of these precious metals. This newest trend for men's jewelry brings to light many of the season's hottest fashions featuring cool, sleek and sophisticated styles for men of all walks. For more information on men's jewelry must haves, please visit <http://www.titanium-jewelry.com>.

About Titanium-Jewelry.com

Titanium-Jewelry.com provides a wide selection of tungsten rings, titanium rings and black titanium jewelry uniquely styled for men and women. Experts in modern men's wedding bands and modern metals jewelry, Titanium-Jewelry.com leads the industry in contemporary jewelry fashions. For more information, please visit [www.Titanium-Jewelry.com](http://www.Titanium-Jewelry.com).



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