



newsroom

Platinum Guild Partners with Award-Winning Costume Designer Lyn Paolo



(IDEX Online News) – In its latest fashion partnership, Platinum Guild International USA (PGI-USA) has joined forces with Lyn Paolo, an Emmy Award winning costume designer who has worked on shows such as Scandal, Shameless, Homefront, ER and The West Wing.

In her role as platinum brand ambassador, PGI said Paolo will increase awareness of the value, benefits and fashion appeal of platinum, and spread the message

throughout her various networks and events.

“Through her years of design and most recently through her work on Scandal, a show that influences the purchases of thousands of millennial consumers, Ms. Paolo has been a defining figure in fashion,” said PGI USA president Huw Daniel. “Her personal affinity for platinum jewelry, natural eye for timeless style and connection to those savvy women who choose platinum for their jewelry purchases all deem Lyn a natural messenger for platinum.”

“Platinum, for me, is about glamour, style and enduring quality,” said the designer.