

Aequa & Co. Champions Solid Gold and Silver in a Men's Jewelry Market Dominated by Plated Pieces

Men's fine jewelry brand Aequa & Co. makes the case for solid gold, sterling silver and real gemstones over plated, disposable fashion pieces

AEQUA & CO.

California City, California Sep 28, 2026 ([Issuewire.com](https://www.Issuewire.com)) - Direct-to-consumer brand Aequa & Co. is making the case for genuine, lasting materials in men's fine jewelry, offering solid 14K and 18K gold, 925 sterling silver, and real gemstones at transparent prices.

As men's jewelry surges in popularity, a growing share of the market is built on gold-plated and coated base metals that wear, tarnish, and lose value over time. Aequa & Co. is positioning itself against that trend, crafting men's fine jewelry from solid precious metals and genuine gemstones designed to be kept, worn daily, and passed down.

The brand describes its pieces as "new school heirlooms", jewelry built for everyday life yet made to last generations. Where much of the fast-fashion jewelry market relies on thin plating over brass or steel, Aequa & Co. works exclusively in solid gold, solid sterling silver and real stones, with no plating and no base-metal fillings.

"There's a real difference between jewelry that looks good in a photo and jewelry that lasts a lifetime," a spokesperson for Aequa & Co. said. "Plated pieces wear through and lose their value. Solid gold and silver don't. We built the brand around giving men genuine, lasting quality, at a fair, transparent price, rather than paying luxury markups or settling for disposable fashion pieces."

Aequa & Co.'s collections span rings, bracelets, chains, necklaces, pendants, earrings and cufflinks, including men's gemstone tennis bracelets, signet rings, cross pendants and its signature amethyst pieces. By selling directly to consumers and pricing transparently against the gold and silver markets, the brand aims to make genuine fine jewelry more accessible, removing the traditional middlemen and markups.

The approach reflects a broader shift in how men are buying jewelry, moving away from throwaway trend pieces toward considered items chosen for their meaning, quality, and permanence. Aequa & Co. is betting that as men invest more in jewelry, they will increasingly value what a piece is genuinely made of, not just how it looks.

The full collection is available at [Aequa & Co.](#)

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About Aequa & Co.

Aequa & Co. is a direct-to-consumer men's fine jewelry brand crafting pieces in solid 14K and 18K gold, 925 sterling silver, and genuine gemstones. Built on craftsmanship, transparent pricing, and lasting quality, the brand designs modern men's jewelry, rings, bracelets, chains, pendants, and more, intended to be worn every day and passed down as heirlooms. Learn more at <https://aequaandco.com>.

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