



Beauty you can see, technology you feel Wearableitalia, the new generation of Made-in-Italy intelligent creations

Made in Italy design and innovative technology: these are the winning features of **Wearable Italia**, a **start-up dedicated to Fashion Technology** founded in green Umbria, the heart of Italy.

The **idea of crafting** a new way to join **fashion** and **technology** was born with the graduate **IT specialist Andrea Tomassini** in **2013** that concretized the idea with an **international Pct Patent**. The meet with the fashion industry, **IT experts, Italian artisans** and the **designer Roberto Ferlito** made this new **hybrid fashion** product. The **Wearable Italia** company was next founded in **February 2016** supported by the entrepreneur, and now **CFO, Giacomo Paolo Barnocchi** that joined the vision into an **innovative hybrid startup**.

Wearable Italia goal is to successfully merge the **made in Italy** with the stunning world of **IoT, wearable technology** and **fashion design**. The ideas and projects developed by Wearable Italia are highly innovative and exploit all the skills and **craftsmanship** that only **Italy** can offer, as a worldwide synonym of **fashion, luxury, quality of life** and **design**.

Today Wearableitalia has over five partner companies including artisan manufacturers, emerging designers and electronic engineers, all heterogeneous elements united by a common purpose: to promote a **unique technological and aesthetic experience**.

“Our market niche is definitely **tech fashion** combined with **meta-luxury, the ultimate luxury** – **according to Andrea Tomassini** –. Mass production is not our thing: we founded our startup with the purpose of **giving new freshness to Italian artisan traditions, while still preserving their priceless value**. This is why industrial processes are absolutely excluded from the production of Wearableitalia’s products, which are notable for their **absolute uniqueness, a feature that has made Italy famous all over the world**”.

Luxury design with a hi-tech heart

Wearableitalia was founded with a specific purpose in mind: **to overcome the dichotomy between style and hi-tech, to be able to offer customers intelligent objects, which are at the same time absolutely in line with made-in-Italy elegance.** Wearableitalia's products combine the uniqueness typical of high class Italian artisan traditions with the **latest generation of technology applied to watches, accessories, jewelry and leather goods.**

Wearableitalia's creations are above all **precious, elegant objects rich in stylish designs.**

This vision projected into the future enabled Wearableitalia to obtain **access to financing for knowledge and research-based innovative start-ups from the Italian Ministry of Economic Development and Umbria's regional government.** This tender aims to support all those PMI's that can enhance the value of Made in Italy products and develop innovative **industrial patents** for the market.

Debut at Milan Fashion Week

The strong technological dimension featured by Wearableitalia's creations can be seen in their unique creativity: it's no surprise that the company was chosen to participate in the exhibition "**Crafting the future**", organized by the National Chamber of Italian Fashion, an exhibition dedicated to craftsmanship and innovation. **Supervised by none other than Vogue Italia's historic director Franca Sozzani** with support from **Sara Maino, senior editor of Vogue Italia**, the exhibition was held at Milan's Mudec from September 21st to October 13th as part of Fashion Week 2016.

The value of craftsmanship

A decidedly high profile debut for Wearableitalia, which for Mudec chose to show visitors **jewelry conceived by Roberto Ferlito, a young artist** working for the Schield brand who designed **three unusually shaped bracelets, elegant and essential yet with a strong stylistic personality.** Ferlito's designs were **enhanced by the noble materials** the jewelry was made of: **handcrafted brass** plated with **gold, silver or ruthenium**, a rare metal of the **platinum** family.

The start-up decided to entrust production to **master goldsmiths with over thirty years of experience** in the meta-luxury and fashion sector: **an exclusively "Made in Italy" expertise** that permeates the jewels' curves, giving the wearer an unprecedented sense of elegance. The uniqueness of Wearableitalia jewelry derives precisely from the highly skilled craftsmanship of the goldsmiths who created them using a slow and **meticulous production method that ensures authentic quality of the highest level.**

Each Wearableitalia piece is unique, the outstanding result of a complex **manual process.** It all starts with the design: a free-hand sketch becomes a **concrete project that evolves step-by-step.** First of all, the materials are chosen and the shape of the jewel is defined, then the piece is ground with sand paper and dipped in an ultrasound bath to polish the jewel and make its surfaces shine. The material is then melted and poured into an ingot mold and, once all impurities have been eliminated, it goes through a process of rhodium plating which increases its brilliance and resistance to oxidation. **This is why each piece of Wearableitalia jewelry is truly unique:** all the differences between one piece and another should be considered a further guarantee of the highest handmade quality.

Technology and craftsmanship: two extremes that are combined in this piece of jewelry in an **apparent paradox**, which like all Wearableitalia products, encompass the amazing, highly personalized performance and monitoring of the **latest cutting edge technology** as well as the art of Italy's wise goldsmiths, a pillar of the deeply rooted traditions of Made in Italy products.

“Safety button”: the tool dedicated to women’s safety

Wearableitalia’s creations hide a secret: inside they contain **patented technology that allows them to communicate via Bluetooth with a dedicated app**, which operates on iOS, Android and Windows.

These functions are absolutely **invisible** on the exterior and allow the following features to be **highly customized:**

- **Calories** consumed throughout the day;
- **Pedometer** which automatically records **workouts** in objective statistics;
- **Alarm;**
- **Incoming view filter** (calls, SMS, email, social networks);
- **Personalized filters** depending on the time of day;
- **Programmable hidden button** (do action APP, safety)
- Long-lasting **batteries** (up to **10/15 days** without recharging).

And what’s more, Wearableitalia products are also geared to **the safety of the women who wear them**, as they have a **safety button which can be activated in case of danger:** the alarm consists of an **emergency message** sent to contacts loaded on the app which can also be programmed, depending on the chosen options, to send a call or the sender’s geo-location.

The latest cutting edge, patented technology, unique designs and made-in-Italy craftsmanship: these are the secrets of **Wearableitalia’s products, created to amaze.**

