

WEARABLE ITALIA
LUXURY GETS SMART

Foligno, 10th Luglio 2018 – The crowdfunding campaign promoted by WearableItalia on the known platform "Kickstarter" started from the 10th July. The startup, founded by Andrea Tomassini and Giacomo Paolo Barnocchi, makes its entry into the world market with ProdigIO, a collection of Made in Italy smart jewelry designed by the world famous designer Roberto Ferlito. The jewelry are made by Italian artisans with over 30 years of experience in the field of luxury and fashion - authentic Italian treasure to be valued - and the collaboration of experienced engineers in the field of the Internet of Things and 3D modelling.

The three models have a modern and fashionable design and are the result of the perfect translation of style and latest cutting edge technologies. Every jewel is not just a precious, but hides an innovative patented technology.

One of the most important function is dedicated to the women safety: in case of danger can be activate a automatic call or SMS to a preselected number. Other features are filtering incoming calls and notifications and recording fitness data.

The jewels are available in three different variations (gold, silver and ruthenium) always keeping the style strictly luxurious and the WearableItalia App will be available for iOS and Android devices.

Even the packaging will be in the name of uniqueness and strong aesthetic impact, consisting of a cylinder of Plexiglas with inserts in wood engraved so the jewelry are exposed in all their beauty.

"Today we have achieved one of the goals we set ourselves since the foundation of WearableItalia, that is enter in the international market through crowdfunding, an instrument that will allow us not only to finance the project but also to test the market of our device. In fact, until today, we have received numerous appreciations and acknowledgments at international level, especially in the USA and in UK where wearables and fashiontech products have reached remarkable levels of growth with very interesting development prospects "says Andrea Tomassini, CEO of WearableItalia. "Thanks to the ProdigIO collection and the distinctive elements of our products such as craftsmanship, Made in Italy, noble materials, taste for aesthetics, we are able to differentiate the device on the international market, strategically positioning ProdigIO collection in an emerging segment dissimilar from that of wearable devices that are already on the market"added Giacomo Paolo Barocchi, CFO of the startup.

At the end of the crowdfunding campaign, which will have a duration of thirty days, the startup will start production of the jewels and the delivery will be scheduled from December 2018. The distribution will be then reserved to selected dealers, e-commerce and dedicated retail platforms.

WearableItalia has thus achieved the unique goal of combining fashion and technology like no other has done until now.

Press kit: www.wearableitalia.com/media

Media Relations: press@wearableitalia.com