

## **When Made-in-Italy mastery meets technology: Prodigio, Wearableitalia's exquisite and smart bracelet collection**

**An almost magic, extraordinary phenomenon: Prodigio**, a wonder that amazes whoever encounters it, just like **Wearableitalia's** women's jewelry collection by the same name, which is paving the way for a real revolution in **fashion technology**.

**We chose to call this line Prodigio** because of its **double meaning**: on the one hand the adjective highlights **the line's beautiful and extraordinary dimension**; on the other hand **the digital side** is evoked by the number **10**, discretely contained in the collection's name, referring to the **binary numerical system typical of computer language**. 10 is a number which can be graphically superimposed on the **Italian pronoun IO ("I" in English)**, a self-referential choice representing the unique and strongly personalized character of the data measured by the technology that is fully integrated into **Wearableitalia's** jewelry.

### **Smart jewelry and Italian style, an illusory paradox**

**Prodigio** marks a breakthrough in **bridging the gap between the latest cutting edge technology and the Made-in-Italy style**, which until now was the main feature of **smart jewelry**.

Wearableitalia's jewelry brilliantly combines two allegedly opposite poles: the **unique style and absolutely artisan production typical of made-in-Italy products** with the **latest cutting edge technology, exclusive and patented**.

### **Debut at Mudec**

Wearableitalia's Prodigio collection was presented at "**Crafting the future**", an exhibition dedicated to craftsmanship and innovation organized by the **National Chamber of Italian Fashion** for **Fashion Week 2016**. Hosted in Milan's Mudec from September 21<sup>st</sup> to October 13<sup>th</sup>, the exhibition was supervised by none other than **Vogue Italia's historic director Franca Sozzani**, supported by Vogue Italia's senior editor Sara Maino. A fantastic debut for the collection and the start-up in general, affirming the company's high positioning in the meta-luxury sector.

### **The path of creativity: handmade products**

All the great aspects of Italian creativity and manufacturing processes: this is the secret behind the exclusive style of the **three bracelets that make**

**up the ProdigIO collection**, the result of the perfect combination of Italian style and cutting edge technology.

**Fluid, Plus and Contrarié:** these are the names of the three models of smart bracelets in the ProdigIO collection, created by designer **Roberto Ferlito**, who also works for the Schield brand. These beautiful objects are part of the tradition of style that has made Italy world famous, but also stem from an extremely modern vision that perfectly fits with the smart spirit of the jewels. Wearableitalia entrusted the production of the ProdigIO bracelets to **master goldsmiths with over thirty years of experience** in the meta-luxury and fashion industry, another step in the made-in-Italy tradition that affirms these products' totally meticulous, artisan basis. After the design stage and the choice of materials, Wearableitalia's master goldsmiths begin to truly **create the jewelry**. Each piece is ground with sand paper and dipped in an ultrasound bath to polish it 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.

**Each step of the process is as precious as the piece itself, thanks to the expertise of the craftsmen involved;** this expertise is an authentic Italian treasure to be cherished. This is why the bracelets in the ProdigIO collection are truly unique: every detail that is different between one piece and another is simply proof of the **highest quality**.

### **Safety for women**

ProdigIO bracelets contain **patented technology that allows them to communicate via Bluetooth with a dedicated app**, which operates on **iOS, Android and Windows**.

Below are its features:

- Calorie counter
- Workout recording and monitoring
- Pedometer
- Alarm
- Incoming view filter (calls, sms, email, social networks);
- Personalized filters depending on the time of day;
- Long-lasting batteries (up to 10/15 days without recharging).

But that's not all: ProdigIO bracelets are not just incredibly stylish jewelry - they are also **women's silent allies**. All the bracelets have a **safety button to use in case of danger**. This alarm allows you to send an **emergency**

SMS that will be immediately transmitted to all the contacts loaded on the app, which can also be programmed to send a **call** or the sender's **geo-location**, depending on their preferences.