



JEWELRY WITH A TWIST

PICCHIOTTI's Reversible
Xpandable™ Jewelry Offers
Two Designs in One

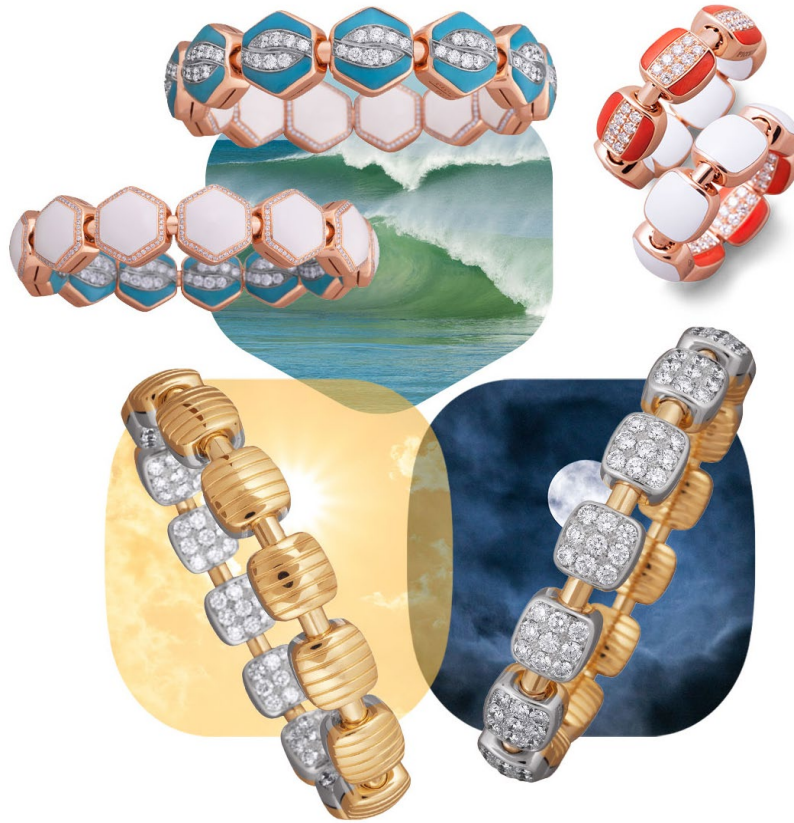
Sometimes, more is better, especially when it comes to ways to wear. More ways to wear means you can get more out of the pieces in your wardrobe. This is especially meaningful in a fine jewelry wardrobe. PICCHIOTTI's remarkably successful [Xpandable™ collection](#) now has an all-new twist ... literally. The new [Reversible Xpandable collection](#) has broken the boundaries of fine jewelry design with patent-pending technology that allows one piece of jewelry to have two different designs. Imagine being able to wear an all-gold OR an all-diamond look with a simple turn of your fingers. It is now possible and offered in a wide array of PICCHIOTTI styles in bracelets, rings, necklaces, and earrings. Here, we will look at some of the new reversible options and the story behind this revolutionary new collection. Here we share real and valuable tips from Tiffany and two other stylists to help you figure out what jewelry to wear with your favorite fashion ensembles.



Clockwise from upper right – [PICCHIOTTI Xpandable Reversible bracelet](#) featuring gold and diamonds on one side and sapphires and diamonds on the flip side, model wearing stacks of [Xpandable Reversible](#) bracelets – note: both model images show the same bracelets, featuring both sides in the same order top to bottom.

Giuseppe Picchiotti, founder and head of the Italian heritage brand, commented on the inspiration behind the new collection... “One recurring comment I have heard from my customers around the world is ‘I want jewelry that I can wear.’ I have always loved the idea of jewelry that can solve problems, so our design team started to explore the value of versatility. Offering two designs in one gives my clients more opportunities to wear the jewelry that they love so much. And the best part is – we have only just begun! The design possibilities are endless.”

Reversible XPANDABLE™ Bracelets & Rings



Clockwise from upper right – [PICCHIOTTI Xpandable Reversible ring](#) with coral and diamonds on one side and white gem ceramic on the other side, [PICCHIOTTI Xpandable Reversible bracelet](#) featuring white diamonds on one side and 18K gold on the other side, [PICCHIOTTI Xpandable Reversible bracelet](#) featuring white gem ceramic on one side and turquoise and diamonds on the other side

The new reversible styles build upon the incredible success of our [Xpandable™ collection](#) which launched in 2016 with only a few styles but now has well over 200 designs. Well-loved by customers across the globe, the invisible durable Xpandable technology lets the jewelry expand and contract, allowing rings to easily slide over knuckles or be worn on various fingers and eliminating the need for cumbersome bracelet clasps. Now, the [Reversible Xpandable](#) rings and bracelets add the element of versatility. They still expand and contract but now they can also easily be flipped over, while being worn, to reveal a completely different design.

[Diamond intensive bracelets](#) or rings can easily be twisted or flipped over to become primarily gold styles when changing from a dressy or sophisticated environment or wardrobe to a more casual one. Both colored gemstones and a dozen different colors of ceramic are used to create the versatile designs that can be selected according to one's taste or mood. Colorful [turquoise](#) or [coral](#) bracelets and rings can easily be flipped over to reveal vibrant white looks instead to better match your outfit du jour.

Luxury today is all about comfort and ease. The so-called “quiet luxury” trend involves a simple aesthetic that embraces understated elegance and simplicity for modern, on-the-go lifestyles and nonchalant sophistication. The double-sided designs offer great flexibility for customers who need more conservative styling by day, such as classic gold or smooth/non-faceted gems but more upscale

looks with the sparkle of fine diamonds for evening outings. And for the modern multi-hyphenates (for example mom-influencer-blogger or teacher-activist-folksinger), such versatility allows women to adorn the many styles of contemporary dressing with a single bracelet.

Great care has been taken in the development of these designs to insure their durability and comfort. The [PICCHIOTTI Reversible Xpandable](#) styles can be flipped over on the hand or wrist while in transit. But the styles will not flip overly accidentally. The flipping is uncomplicated and fairly effortless, but it does require intentional movement with the fingers to gently flip it over to the alternate design. The proven durability and strength of the expanding mechanism, along with [PICCHIOTTI's renowned Italian hand craftsmanship](#), ensure that the pieces will remain wearable and beautiful for many years to come. There is no fear of them getting stretched out or ruined by daily wear. The technology is intended for regular use and longevity.

All of the reversible bracelet and ring designs are stackable and engineered for durability and comfortable wear. They can also be worn seamlessly with luxury watches and other favored bracelets already in the wardrobe.

Reversible Necklaces & Earrings

The same exciting new technology that makes the bracelets and rings flip or turn over to reveal a second design is also now available in necklaces and earrings. The necklaces and earrings do not expand and contract; however, they do turn with the twist of the fingers.

Giuseppe Picchiotti notes the fun factor of the new styles. “These new jewels are fun, featuring completely different designs on each side, luxurious diamonds on one side and solid gold on the other, or sapphires on one side for wearing with cool hues in the wardrobe and rubies on the other to wear with blacks, neutrals, and warmer toned fabrics.”

The [all-gold reversible necklace](#) can easily be flipped over, while being worn, to reveal an all-diamond style. Diamonds always add a burst of elegance for eveningwear but sometimes, they are just too dressy for certain environments like the office or day-to-day tasks like shopping. Having both options in one necklace is extremely useful and offers a necklace that can be worn for many different occasions, even for events when the dress code is somewhat unclear. If you arrive in diamonds, you can easily step aside and flip the piece to gold if it feels more appropriate.

Drop earrings are also included in the collection; however, only the drop is reversible. The different design on the other side of the drop can create an entirely different look. The [diamond on-ear piece](#) can be matched with a diamond drop below the lobe or toned down with simple gold drop below the ear.



Clockwise from upper right – [PICCHIOTTI Xpandable Reversible earrings](#) featuring all white diamonds on one side and an all 18K gold side on the reversible drop, [PICCHIOTTI Xpandable Reversible necklace](#) featuring all 18K gold on one side and all white diamonds on the other, [PICCHIOTTI Xpandable Reversible earrings](#) featuring coral and diamonds with two drop sections that flip to white gem ceramic, model wearing [PICCHIOTTI Xpandable Reversible turquoise/white gem ceramic bracelet and earrings](#), [PICCHIOTTI Xpandable Reversible earrings](#) featuring turquoise and diamonds and white gem ceramic on the other side of the drop

Drop earrings are also trending, with a wide variety of designers featuring them in their Fall/Winter 2023-24 collections. According to Real Simple magazine, “Drop earrings are the new hoops.” Inspired by couture runways, drop earrings in a variety of lengths are showing up everywhere in street style. In Spring/Summer 2023 collections, designers as varied as Erdem and Nensi Dojaka to Ralph Lauren and Roberto Cavalli all featured drop earrings that offered movement and grace to their warm weather fashions. For Fall/Winter 2023-24, the trend continues with even larger drop earrings showing up on runways in New York, Paris, London, and Milan, prompting WhoWhatWear to report, “If there is one jewelry piece to buy for fall 2023, it is the chunky earring.” How perfect would it be if your chunky drop earring had two distinct colors or two altogether different looks.

For anyone wanting to explore the asymmetrical earring trend that has been prevalent on fashion runways now various several seasons, only one of the earrings could be flipped, creating a purposely mismatched pair of earrings. Nice to have the option to be uber trendy with asymmetry or more conservative and matchy matchy as the mood or ensemble of the day requires.

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The distinctive new styles of the breakthrough [reversible collection](#) are both contemporary and fresh, while continuing to honor the tradition of this internationally esteemed and refined fine jewelry house. “At the very core of my being, I love innovation – it excites me, it thrills me, and it keeps me loving coming to work everyday,” says Giuseppe. “But the jewelry still has to be comfortable and wearable. When new technologies and design ingenuity come together to create jewelry that is both classic AND wearable, I know it will be successful and worn for many generations to come!”

For anyone wanting more ways to wear their jewelry, [PICCHIOTTI's Reversible Xpandable](#) collection offers a playful and surprising element to everyday dressing. Experiment with your favorite designs at a retailer near you. Stack them up and wear them with the bracelets and rings you already have for a fresh new look. And whenever you need a change, just flip and go... Now that's jewelry with twist!

Feature image/gift at top - ©Katerina Perez – video gif showing how the [Reversible Xpandable](#) bracelets easily flip over on the wrist.

If you liked this, you might also like:

[Xpandable Bracelets and Rings](#)

[Designing with Precious Gemstones – How PICCHIOTTI Creates Luxury in Color](#)

[How Jewelry Completes Your Look – Styling Tips from Professional Stylists](#)