

business beat

Robin Randall of Sewickley was inspired to come up with something new and creative while working with her father, Bob. "We wanted to create a wearable piece to attract attention and foster conversation. At times, breaking the ice is the most daunting task; the Curioso Cuff engages your audience in a light and fun way."

Once you have an idea, you just have to bring it to life," says Randall excitedly of her endeavor. Robin and Bob decided to soft launch the Curioso Cuff in 2014.

Once you see the Curioso Cuff, you'll know why it's different. "You can let the wearer decide how to use it," notes Randall. "It's really meant to be a talking piece that's wearable to get the conversation started." This broad based piece appeals to all ages and has an adjustable filigree weave and interchangeable lightweight battery.

Soft and feminine, Randall created the centerpiece of the bracelet as an opalescent stone with a gentle LED light that contains three settings to appeal to varying types of moods: a solid tone, changing soothing tones (much like that of a mood ring), or a dancing, pulsed tone. "It's designed for the wearer to have fun with it and complement their own style. It's whimsical," smiles Randall, who muses over the name of her company. "The name truly defines the product, designed to create curiosity as it lights up with the touch of a button. We wanted something that's soft, flirty and fun, yet fashionable."

Of working with her Dad, Robin admits it's been great fun. "Dad has the vision. It's a fun process in that regard ... sometimes we would joke, 'Who's the female here?!'" To see the product through to fruition with her father has been inspiring and a dream come true. "It's very cathartic. Any design that you bring to life is very personal ... some will relate to your product, others will not. My role, as the educator, is to show people that you can wear the Cuff as a stylish accessory, yes, or you can use it as a talking piece. There's nothing else out there like it. The wearer should just have fun with it! You never know where a moment is going to take you."

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Curioso CUFF

*Meet The Piece Designed
To Spark Conversation*

