Retail Innovation Shout Out: Ringly Brings Fashion to Wearable Technology

by Sonia Parekh

For many women on-the-go, missing an important text, email or phone call is a constant frustration. With limited down time, and a cell phone that is buried in a purse, checking the phone may happen only a few times a day.

A new smart ring created by Ringly brings a fashion first approach to wearable technology in an attempt to meet the needs of a smartphone savvy fashionista. The ring is a fashion accessory, with hidden technology that would not be apparent to an uninformed onlooker. There is a small light on the side that blinks when alerts come through, along with vibration functionality – with four different vibration patterns to choose from. Set up involves downloading the app and connecting it to your ring via Bluetooth. The user then customizes what notifications should trigger alerts on the ring.

The ring can vibrate to let you know that your Uber cab has arrived, blink blue to remind you that you have an important meeting in 15 minutes, or blink pink to let you know that the babysitter just sent a text.

Founded by former eCommerce executives from Etsy and EBay, the company has already taken over $100,000 in pre-orders, and plans to ship the first products in November of this year.

Ringly integrates simple technology in to everyday style to make life easier for women. It’s a great example of product innovation.

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