



## LIL MILAN PRESENTS LIL COVER RING

THE ITALIAN JEWEL DESIGNED FOR SMART RINGS



### Not a case, a cover made of diamonds.

Milan, Italy – 17.11.2025 – LIL Milan, the Italian fine jewelry brand founded in 2014, today introduces the LIL Cover Ring: a **registered design jewel** specifically created to transform the smart ring into a true piece of luxury jewelry.

In an era where health technology has become an essential part of daily life, LIL Milan bridges the gap between wellness monitoring and personal style. The LIL Cover Ring represents a revolutionary approach to **wearable technology**: instead of hiding your smart ring, this artisan-crafted jewel embraces it, elevating it to a **luxury statement piece**.

The idea was born when Veronica Varetta, Founder and Creative Director of LIL Milan, wore a smart ring for the first time.

"It was useful, **but it wasn't a jewel that reflected my style**," explains Varetta. "I noticed that people who invest in their health with a smart ring also care deeply about aesthetics. Yet they were forced to choose between monitoring their well-being and wearing their favorite jewelry. I wanted to give them both."

The result is a **registered design model**, compatible with the "Oura Ring 4" smart ring, which wraps around the device like a second skin, adding beauty without bulk.

Every LIL Cover Ring is entirely **handmade in Milan**. Each piece is crafted from **18-karat gold** or **925 sterling silver** and is embellished with sustainable diamonds—a choice that reflects LIL Milan's commitment to sustainable luxury without compromising on quality or brilliance.



LIL Milan is among the **pioneering Italian brands**—and one of the very few in the world—to create high-end jewelry specifically designed for smart rings. The LIL Cover Ring's design—a registered model—is compatible with the “Oura Ring 4” smart ring, ensuring a perfect fit.

The LIL Cover Ring is available in three distinct editions:

- **Pavé** — The most luminous expression, with hand-set lab-grown diamonds covering the entire surface, creating a band of light that captures light with every gesture.
- **Letter** — A personal signature: choose your initial embellished with pavé diamonds, making your health tracker unmistakably yours.
- **Marquise** — Refined minimalism: a single marquise-cut diamond suspended in the center, following the natural curve of your smart ring with a pure and poetic design.

### **A new category at the intersection of technology and jewelry.**

With this launch, LIL Milan establishes itself as a pioneer in luxury jewelry designed specifically for wearable technology.

**"Smart never looked this precious,"** the campaign's motto, perfectly encapsulates this philosophy: embracing technology in one's life without sacrificing aesthetic identity.

The LIL Cover Ring will be available **starting November 17, 2025**, exclusively on [www.lilmilan.com](http://www.lilmilan.com). International shipping is available worldwide.

Note: LIL Milan is an independent jewelry brand. Oura® is a registered trademark owned by Oura Health Oy. Oura® is not a trademark owned by or licensed to LIL Milan or its affiliated companies. The LIL Cover Ring was independently designed to be placed on “Oura Ring 4” devices, but it is not an accessory approved or authorized by Oura Health Oy or its related companies.

### **About LIL Milan**

Founded in 2014 by Veronica Varetta, LIL Milan is an Italian fine jewelry brand specializing in handmade gold creations. With over 100,000 followers on Instagram and a reputation for minimal and elegant design, LIL Milan has established itself as a benchmark for contemporary Italian jewelry. LIL Cover Ring marks the brand's first venture into the fusion of tech and jewelry, combining traditional goldsmith craftsmanship with innovative design.

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