

**Beauty, Spa & Fashion**

[ [archives](#) ]

**Beauty, Spa & Fashion**

**Pitaniello Jewelry**

[www.pitaniello.com](http://www.pitaniello.com)

by Amy Akillian

When it comes to custom jewelry creation, Kristina Pitaniello is in a league of her own. For the last twelve years, she has practiced the craft she learned through rigorous apprenticeship, added her own creative spin and eye for detail. She creates metal and precious stone masterpieces for everyone from Hollywood's elite to those of us in the real world looking for a bit of glamour. I can personally attest to the heartfelt enthusiasm with which she approaches her customers' requests, and the enjoyable experience of working with such an amazing talent.



Pitaniello was originally drawn to the world of jewelry by her love of metals - their properties, uses and the ways she could incorporate them into unique designs. She fell in love with working with people in love, and her favorite aspect of business is creating custom engagement and wedding rings, as they "allow her to create a tangible symbol of the union between two people." Her goal is to not only be an industry leader in the world of unique jewelry design, but also to maintain the level of intimacy with her customers she has always enjoyed.

For those in tune with cutting-edge fashion and accessories, Pitaniello has created distinctive leather cuffs of varying sizes and colors, many of which have metal plates attached with meaningful words, such as "JOY", "TRUTH" and "LOVE", all of which are available in a myriad of fonts, and are customizable to each customer's personal messages. Her collection also includes her trademarked "Reactor Rings", an innovative take on mood rings of earlier generations, which change color with the body's temperature, leather and sterling rings, and plenty of sterling silver jewelry.

Along with working with individual customers on a one-on-one basis, Kristina's jewelry is also available at over 800 stores worldwide, including Saks Fifth Avenue, The Museum of Art and Design, National Gallery of Art, Dallas Museum of Art and many, many others. Her work has been featured in such popular publications as Lucky, Boston Globe Magazine and Newspaper, Platinum and Accent. She shows annually at both the New York International Gift Fair and South End Open Studios, a famously popular artist studio/gallery walk through the trendy South End of Boston. This December, Pitaniello will appear on the HGTV show, "Crafters Coast to Coast", where viewers will see her work, and also watch her create one of her leather cuffs and a pair of sterling silver earrings.

The most important facets of Kristina's business are the amount of care she puts into making her customers happy and the joy her finished products bring, which was apparent to me in the amount of attention she gave me personally in engraving my wedding bands this fall - her patience and skill will bring me back each time I'm in need of a jeweler. She "believes in the healing and happiness that metal and stones bring", and hopes only to pass those qualities on to the people who give, receive and wear her work

