



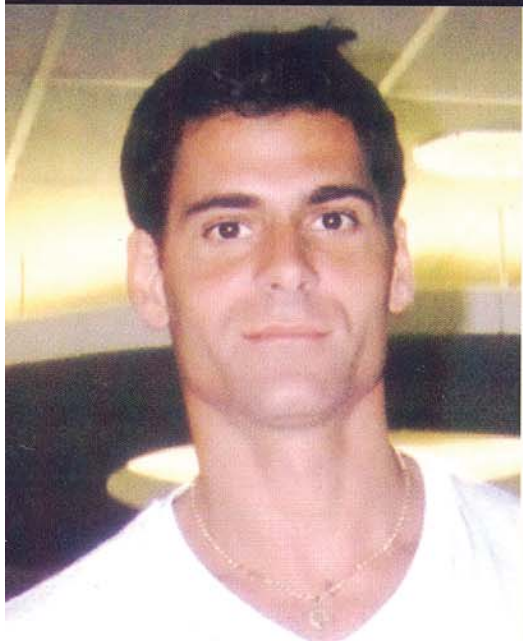
### ◀ KRISTINA PITANIELLO

Jewelry designer Kristina Pitaniello wanted to be a doctor, but “I got myself fired from an unpaid hospital internship within four days,” she says. “I hated it. So I bought myself a propane torch and started making things.” Pitaniello, 31, stayed up late learning to create jewelry ranging from primitive sterling silver pieces to highly polished commitment and wedding rings ([www.pitaniello.com](http://www.pitaniello.com)). Now the Boston designer is experimenting with plastic. “Plastic is not out there as much as pure metal jewelry,” says Pitaniello. “I love to be very different.” ●



# ONES TO

Fashion, like a shark, dies if it doesn't move forward. These four out innova



### ◀ TONY MELILLO

Generra is back. The hugely successful '80s sportswear company is now headed up by new creative director Tony Melillo. When he was a fashion editor at *Esquire*, he noticed that the celebrities he was photographing were always attracted to clothes that were comfortably easy to wear. “But they didn't fit properly,” says Melillo. “So I tried to make some.” His effort led to his own popular menswear line, Nova USA. That partnership broke up, and now Melillo, 39, is resurrecting Generra, owned by Public Clothing, with his sexy, minimal “second skin” sportswear for women and men. “Whether it's chinos or a T-shirt,” he says, “I have a passion for wanting to make things perfect.” ●

