



Pomellato for Women Video Honors International Women's Day 2022

For International Women's Day 2022, Pomellato unveils its 5th Pomellato for Women video with an outstanding cast led by Jane Fonda, its message underscoring the power of being present today, for ourselves and for one another. Pomellato recognizes the impact of luxury brand visibility, and upholds this responsibility on the world stage: the Milanese jeweler began the #PomellatoForWomen platform and video in 2018 to champion female empowerment, to promote inclusivity, equality and environmentalism, and to ignite change.

For the 5th annual Pomellato International Women's Day video, the Maison was honored to have the return of American actress Jane Fonda for the 5th consecutive year. As one of the original Hollywood feminists and political activists, Ms. Fonda helped to launch Pomellato for Women from its inception, infusing it with her passionate voice for change. The 'Pomellato Godmother' was joined by an influential cast of women including Italian icon Valeria Golino, a multiple awards-winning actress and director; China's Yao Chen, a lauded actress, philanthropist and the UNHCR goodwill ambassador in China; Australian actress, writer and producer Rebel Wilson, who has inspired millions with her healthy body-image messaging; American actress, American singer and activist MJ Rodriguez, the first transgender actor to take home a Golden Globe; Australian actress, rising star and round-the-world citizen Samara Weaving; multiple-hat-wearing Aisha Tyler, who is a director, actress, writer, talk show host, humanitarian and entrepreneur; and talented actress, singer and songwriter Alexandra Shipp, who has inspired countless many with her own LGBTQ+ coming out story. The cast spoke about living in the now, of being grateful for who we are today because of the obstacles we have overcome. They underlined that it is how we overcome adversity that we discover who we are, that letting go of preconceived ideas for how we should be and owning our truth is how we will become the most authentic versions of ourselves. The video finishes with a message of joy, as joy is also found in being present in who and where we are today.

Creating a dialogue about positive female empowerment, the Pomellato for Women videos have followed a trajectory of messaging encouraging equality and sisterhood. 2018's breakthrough video reminded women that we are in this together, and that no one is alone. 2019 reinforced that we are all a part of a worldwide sisterhood, no matter the race, country, age or creed. 2020 highlighted the power of diversity, and the need for inclusion and tolerance in all aspects of the modern world. 2021 commended the power of womenkind and our incredible resilience.

Sabina Belli, CEO of Pomellato, cited her vision for the 2022 Pomellato for Women video, "The messaging women normally receive is that we need to be more, better, different. This year, Pomellato wants womenkind to hear and remember that we are enough – we are more than enough. Let's accept and revel in our imperfections, as they make us unique and human. Let's be proud of our achievements but also entirely authentic – own it, show it, love it! If we are present for each other, it's that spirit of cooperation and non-judgement that allows us to become the strongest sisterhood. I am proud to stand with Pomellato for Women and I am so proud to carry on these important messages to my sisters."