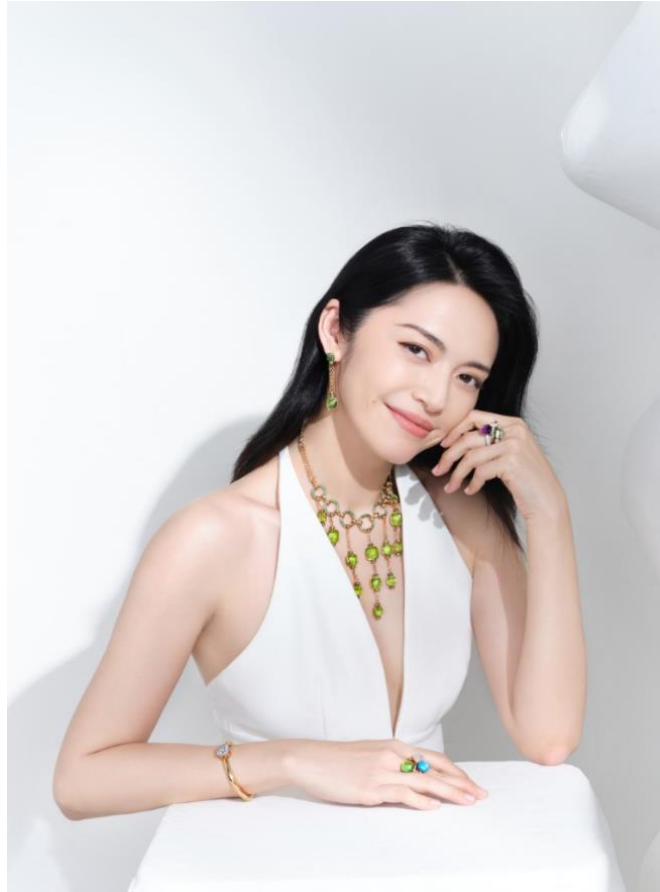




## **POMELLATO ANNOUNCES YAO CHEN AS NEW BRAND AMBASSADOR**



**Milan, May 2021.** Pomellato proudly announces that actress, producer and altruist **Yao Chen** is the Milanese jeweler's new Brand Ambassador for China. The multiple award-winning actress, former UNHCR Chinese Goodwill Ambassador, and one of Forbes magazine's 'most powerful women' has an international influence and respect that finds a natural kinship with the female-empowering, eco-jewelry brand.

A self-proclaimed Pomellato lover for years, Chen is captured in a photo campaign for the new partnership wearing some of Pomellato's most iconic collections, including Nudo, Iconica and Sabbia. The star's renowned elegance is captured in playful poses, natural smiles, and the colorful jewels Pomellato is famous for.



Known for an unconventional, audacious approach to jewelry design, Pomellato tapped Chen, the popular Chinese celebrity also known for humanitarian work, as its befitting new ambassador.



Chen served as the Chinese Goodwill Ambassador for the UNHCR for seven consecutive years, spreading awareness about refugee crises with travels in Southeast Asia and Africa. In 2016, Chen won the World Economic Forum's Crystal Ball Award, recognizing winners for their persistence and concern regarding public welfare.

Beloved in China for her talent as a comedy and drama actress as well as a producer, Chen is an especially shiny star that Pomellato is pleased to add to its #PomellatoForWomen community. First launched for Pomellato's 50th anniversary year in 2017, Pomellato For Women is a communication platform advocating for women's rights. Pomellato For Women stands up for the importance of female leadership, equality and empowerment, promoting a more authentic idea of natural beauty. Featuring an inclusive cross-section of women from various disciplines, ages and arts, Pomellato For Women icons are bearers of the jeweler's values, as they stand united and confident in their differences and in who they are as people.



From Jane Fonda to Cate Blanchett to Chiara Ferragni, these powerful women have lent their voices and visibility to support #PomellatoForWomen.

When asked how she feels about being the new face of Pomellato in China, Chen said, *"It is my pleasure to become Pomellato's Brand Ambassador for China, as I have been a loyal supporter of the brand ever since I discovered it. Pomellato's colorful gems have always reminded me of my childhood, as I used to find crystal stones in different, beautiful colors in the streams of my hometown when I was a girl. Being Pomellato's Brand Ambassador now makes me believe in the wonder of fate. Plus, wearing Pomellato jewelry makes me feel like my free-spirited, colorful and unique self - and I am looking forward to exploring a beautiful and joyful future with Pomellato."*

Sabina Belli, CEO of Pomellato, added, *"Pomellato is historically a brand created by and for independent women, and Yao is the perfect person to represent that. Our ready-to-wear jewelry was first designed for the 'liberated' woman, and our progressive spirit extends from achieving 100% responsible gold usage to empowering women around the globe everyday. Yao is a true female role model in her own country and beyond, and I cannot wait to see what inspirational magic we make together."*





Pomellato | The first global luxury Italian fashion fine jeweler, unconventional, colorful. The New Precious. Working towards a more eco-conscious future, Pomellato has now achieved 100% responsible gold purchasing. Established in Milan in 1967, Pomellato was the first brand to introduce the prêt-à-porter vision into the world of jewelry. Crafted by the hands of expert goldsmiths, Pomellato stands out for its unique design and colorful gems which through innovative stone cutting and setting techniques have come to define an unmistakable and iconic style. Pomellato is part of Kering, a global Luxury group, managing the development of a series of renowned Houses in Fashion, Leather Goods, Jewelry, and Watches.

Pomellato, an environmentally-conscious approach to jewel-creation.

Pomellato has increased Fairmined gold purchases as well to create a special collection and continues to invest in the traceability of colored stones and diamonds while exploring new materials and recycling solutions. Meanwhile, it collaborates with a Milan-based goldsmith school to safeguard consistency and craftsmanship. Through initiatives and advocacy, Pomellato continues to reinforce the importance of sustainability, an Earth-conscious community, female education and career growth, and a global well-being that promotes a healthier work-life balance. [www.pomellato.com](http://www.pomellato.com)