

Pomellato

BRAND BIBLE



Welcome to the world of Pomellato!

In this book we detail the values and aesthetic codes that distinguish Pomellato from other jewelers. We invite you to approach it with curiosity so that you will become familiar with all key aspects related to our brand heritage, its meticulous Milanese craftsmanship, and our unconventional jewelry personality.

Pomellato creates extremely special jewels, hand-made with love and designed with passion, to bring pure joy to women across the globe. It is a wonderful feeling to do what we do – we are purveyors of pleasure – a very special role that is *quintessentially* Pomellato.

*Sabina*

Sabina Belli, Pomellato CEO



POMELLATO IS  
THE FIRST GLOBAL  
LUXURY ITALIAN  
FASHION FINE  
JEWELER

UNCONVENTIONAL,  
COLORFUL,  
THE NEW PRECIOUS





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Pomellato designs for empowered  
self-confident, alluring, fashionable women.

Pomellato creates **colorful, luxurious  
everyday pieces**, fashioned with **Milanese  
design**, featuring **iconic shapes** and  
**exquisite details**.

inspired by a Milanese flair:  
**Italian – Colorful – Unconventional – Elegant**

+

Created by an artisanal culture:  
**Quality – Savoir-Faire – Legacy – Luxury**

**POMELLATO is CREATIVITY – COLOR – JOY**

HERITAGE





# TIMELINE

**1967** – The Company was founded in Milan by entrepreneur Pino Rabolini. He belonged to a family of goldsmiths and his idea was to introduce prêt-à-porter, more versatile designs for women into the conservative world of jewelry. With 1967 being a revolutionary era for women, Pomellato jewels represented the image of a powerful, independent woman who chose her own jewelry.

**1979** – Launch of the Gourmette bracelets collection, establishing Pomellato's rich history in chain-creation. A hallmark of the brand's heritage, its chain links feature an invisible clasp, so bracelets can seamlessly link together into necklaces of various lengths.

**1982** – Opening of the first Pomellato boutique in Milano, on Via San Pietro all'Orto. Successive international openings occurred in major cities such as Paris, London and New York.

**2001** – Launch of the Nudo collection, the best-seller of the Maison, merges pure Italian craftsmanship with audacious design. Celebrating the naked splendor of a gem, Nudo's playful personalities and colors shine with the shape of perfect irregularity. Nudo designs often feature 'New Precious' colored gems.

**2002** – Launch of the Capri collection, inspired by the Mediterranean atmosphere on the island of Capri. With its unforgettable landscapes and iconic joie de vivre, Capri embodies an essence of fresh femininity as well as playful juxtapositions of breezy colors, matte stones and transparent gems.





**2003** – Launch of the Sabbia collection, capturing the refractory essence of the new chic, in the Pomellato way: irregularly shaped, utterly personal, elegantly organic and infinitely refined. Charming Sabbia captures the movement of light refracted by the finest minerals, like sand moving in the wind.

**2008** – Launch of the Tango collection, a line of bold glamour and superb craftsmanship, defining invention and manual dexterity in revolutionary ways and means. Tango continues to dare, embodying a contemporary spirit while respecting the mastery and tradition of fine jewelry-creation.

**2009** – Launch of the M'ama non m'ama collection, Italian for “loves me, loves me not.” A youthful collection of streamlined pieces, its delicate smallness and pervading color is sculpted into round shapes and petit cabochon stones. Able to be stacked and assembled in whimsically personal ways, each M'ama non m'ama piece represents an emotion expressed in a visually tactile way – a play in the game of love.

**2013** – Pomellato joins the Kering group, a global luxury group composed of an ensemble of luxury Maisons in fashion, leather goods, jewelry and watches, sports and lifestyle.

**2017** – The brand celebrates its 50th anniversary and launches the Iconica collection, a tribute to its longstanding Milanese goldsmith tradition. As well, Pomellato launches a special edition of the Ritratto Collection, 50 one-of-a-kind pieces featuring unique hard stones for the first time.

**2018** – Today Pomellato is a global luxury jewelry brand with over 40 flagship stores around the world.





BRAND DNA



# CRAFTSMANSHIP

Pomellato is incredibly proud of being able to create and produce all of its jewelry on site at Casa Pomellato. Thanks to a team of one hundred goldsmiths and artisans who create each one of the jewels by hand, from the beginning to the end, Pomellato is one of the few Maisons in the world that has an integrated creative atelier working year round, to transform ideas and inspirations into precious jewelry works-of-art.





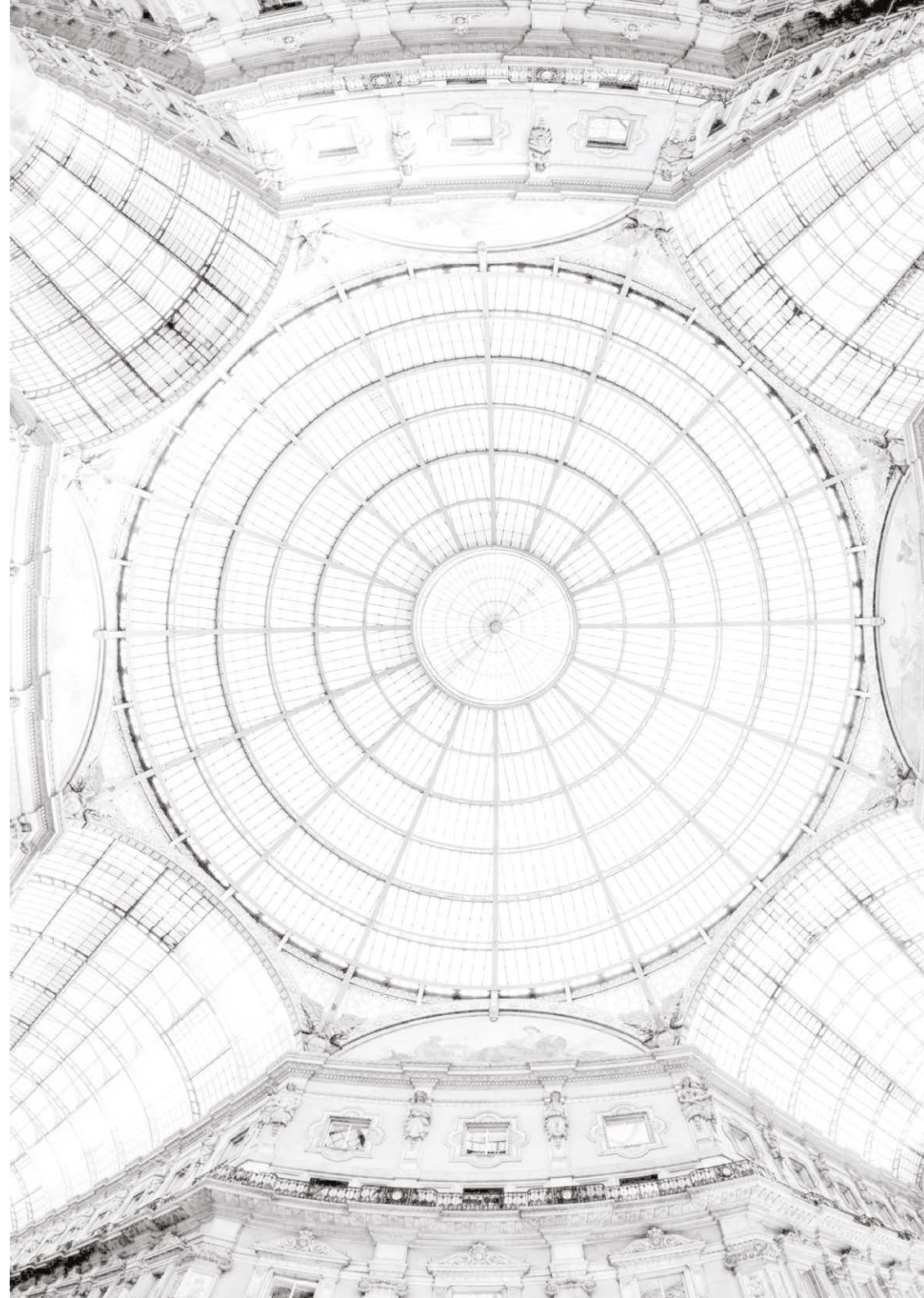
## UNIQUE DESIGN

Sensual volumes, unmistakable details and sophisticated shapes render our jewels into objects of desire. Dynamic designs that give modern forms to gold, sculpted into big chains, articulated pendants, and classic Gourmettes. A jewel needs to be as functional as it is beautiful, and as modern as it is precious – an approach that has always defined Pomellato's design identity.



# MILANESE LUXURY

Our understated and elegant style is inspired by Milanese fashion and design. Our authentic, strong tradition was founded with outstanding craftsmanship and uncompromising quality.





## DEFINING THE NEW PRECIOUS

Pomellato is the unquestioned forerunner designing with New Precious gems. Since its inception, Pomellato has been an unconventional fine jeweler, pioneering the use of a colored palette of gems not traditionally found in mainstream jewelry. Pomellato uses the widest range of colorful stones, working them in an artisanal manner that gives them a unique sense of luxury, preciousness and extraordinary beauty.



# INTRODUCING MINERAL GEMS

Rising to the challenge of a material yet unexplored in the Maison's history, Pomellato designed a collection to unveil the unique magnificence of mineral gems. Shining as the stars of this poetic project, each Ritratto jewel embraces a meticulously selected large central stone. These hard stones are as intense and naturally intricate as an actual painted portrait, rich with colors and natural inclusions.

Pomellato is COLOR.







## UNCONVENTIONAL STYLE

Pomellato jewels dare to create new combinations of colors and materials, surprising proportions and unmistakable designs. Despite their unique style and construction, Pomellato jewels are extremely easy to wear, and perfect for the everyday.

# FASHIONABLY CHIC

Pomellato was begun as the answer to a need for a new style, and for a new way of dressing: the ready-to-wear. Pomellato is an everyday jewel while it conveys a unique sense of style. This is why the Pomellato woman is considered fashionably chic, joyful, strong and self-confident. Women often choose and purchase Pomellato jewels for themselves.







## CASA POMELLATO

The city of Milan embodies and inspires our brand, values, and unique style. Milan is the home where over one-hundred goldsmiths work everyday in our atelier to create our unmistakable jewels.



# SUSTAINABILITY

Pomellato maintains a continuous commitment to empowering women, to safeguarding its craftsmanship heritage, and to increasing its use of sustainably sourced materials. As of 2018, the Maison proudly achieved its goal of reaching 100% responsible gold sourcing, while it continues to invest in Fairmined gold, recently creating an entire Fairmined gold collection. The company is also building on the tracing of responsible diamonds and colored stones, while simultaneously exploring innovative solutions to recycle excess stones into new resins. Pomellato obtained certification from the Responsible Jewellery Council, a nonprofit standard-setting and certifying organization with more than 1,000 member companies, that vary from mining to retail.





## POMELLATO FOR WOMEN

Pomellato is ultimately a women's affair. It's something women buy for themselves, in an act of self-gratification that is empowering, self affirming and joyous. Pomellato believes that the time is now to nurture and promote self care and authenticity, and to disregard preconceived and oppressive ideas of beauty. Embracing diversity means amplifying and glorifying the unique strength every woman has inside her. Through the #PomellatoForWomen platform we created a community of like-minded, real-life women of all backgrounds and successes, to inspire others. Chiara Ferragni, CEO, entrepreneur, designer and blogger with her own fashion enterprise, is the ideal woman to represent the audacious, empowering Pomellato attitude.

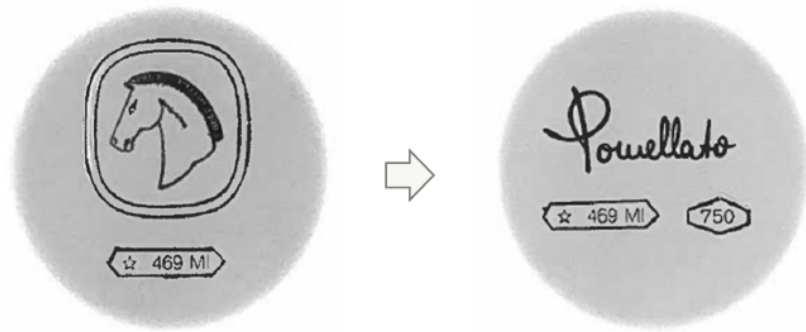






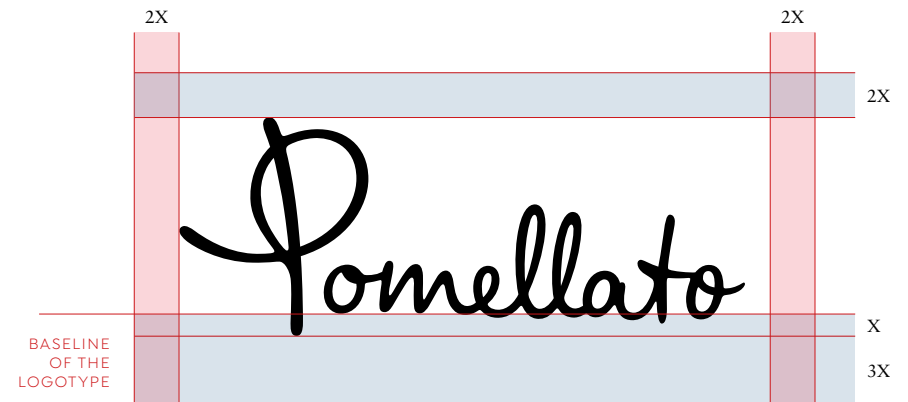
# DESIGN CODES





The name Pomellato originally comes from our founder's fascination for horses: "pomellato" is an adjective describing a dappled horse. Rather fortuitously, a passion for horses often goes hand-in-hand with a certain attitude and lifestyle, one in which elegance, allure and personality are elements of distinction.

The Pomellato logo is written in the style of a signature – in a freestyle, modern and thoroughly iconic way. The original logo was a horse's head to represent Pomellato purebreds.





# COMMUNICATION

From the very beginning, Pomellato's unconventional DNA has been captured in provocative campaigns shot by world-renowned photographers. To name a few, Gian Paolo Barbieri's famous double photograph was used for the very first ad campaign. After that, Pomellato adopted Helmut Newton's interpretations and Michel Comte's celebrity portraits. Finally, the last Pomellato ad campaign was shot by the undisputed maestro of sophisticated realism, Peter Lindbergh.



**CHIARA FERRAGNI**  
Fashion Entrepreneur

**NUDO COLLECTION**

[pomellato.com](http://pomellato.com)  
[#pomellatoforwomen](https://www.instagram.com/pomellatoforwomen)



## COMMUNICATION

The Pomellato advertising campaign aims to highlight a gallery of accomplished women. Portraying women for more than just their aesthetic prowess, they represent different cultural, generational and geographical origins. Using a sophisticated black & white medium for these artistic portraits, they reside soulfully in the background to contrast the impactful color of the product photo, sparkling in the spotlight, and topped by the iconic Pomellato signature.





**CAROLINE CORBETTA & ANH DUONG**  
Art Curator and Artist

**VICTORIA COLLECTION**

[pomellato.com](http://pomellato.com)  
[#pomellatoforwomen](https://www.instagram.com/pomellatoforwomen)



**HELEN NONINI**  
Brand Advisor

**TANGO COLLECTION**

[pomellato.com](http://pomellato.com)  
[#pomellatoforwomen](https://www.instagram.com/pomellatoforwomen)



## A NEW STORE EXPERIENCE

Each Pomellato boutique is a representation of our brand's values, while it maintains the perfect balance between modern luxury, timeless craftsmanship, and our unconventional soul.

Our new store concept offers a distinctive experience, as we welcome clients into the boutique as if it were their own home, and we encourage them to browse the collections as they please.

With the opening on May 2016 of the new Pomellato Boutique in Via Montenapoleone, the company introduced new colors, sophisticated materials and unexpected elements. Embodying the brand's Milanese identity, the boutique design also heralds the specific architectural codes of the 1960s. Thanks to this creative project of Dimore Studio - an international couple of interior designers fond of the Milano style from the



'60s – the audacious style and distinctive design of Pomellato are brought to life. Contemporary, timeless and emotive, they have captured the Pomellato spirit.

Our modern boutique interiors are reminiscent of Pomellato jewelry throughout. The doorknob of the boutique is molded into contours that resemble the iconic Pomellato band ring, and the shape found in the Iconica anniversary collection. The velvet sofas, armchairs and the geometric patterned carpet complement the hues of Pomellato's colorful spirit while enhancing the harmonious, warm and inviting atmosphere of the boutique. A special music selection surrounds the guest while fresh flowers, the brand's magazine, and new uniforms have been conceived to offer a more streamlined Pomellato experience.

Impeccable product presentation and quality customer service will welcome our clients into the precious and colorful world of Pomellato.

In one word, EXCELLENCE defines the entirety of the Pomellato client's experience.

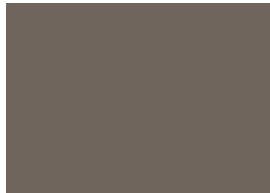


# COLORS



## Montenapoleone Red

Inspired by the great Milanese designers of the 60s and the 70s. Represents our Milanese soul.



## Deep Brown

Acts as background to our jewels, to highlight their shapes and colors.



## Powder Pink

A feminine touch, recalls delicate skin.

# IN USE





# MATERIALS



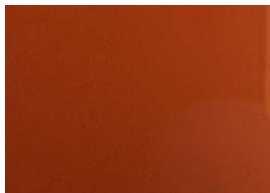
## Natural Brass

As golden as our jewels but with a matte finish.



## Brushed Stainless Steel

Strong material with brushed finishing, echoes of our craftsmanship.



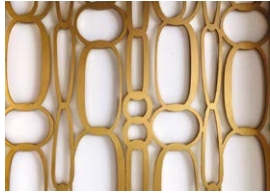
## Lacquered Wood

Boiserie or furniture used by the 1960s Italian middle class.

# IN USE



# ELEMENTS



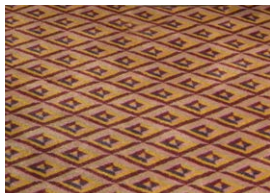
## Grillage

Multifunctional element, both to protect our products and as an iconic pattern.



## Shape Props – Pebbles

Organic shapes, brass color, unconventional design.




## Flooring Pattern

# IN USE







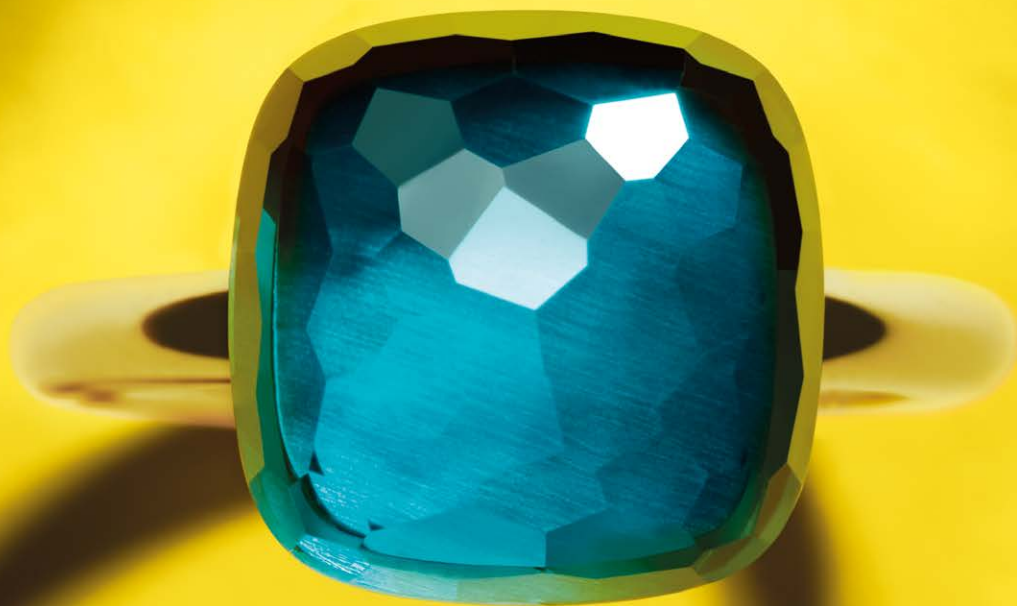
PRODUCT  
CODES

# CHAINS

Chains were the first jewels in the 1970s used as a true fashion accessory. Seen as sexy and somewhat aggressive, they were among the first to be interpreted by Helmut Newton, exemplifying the Pomellato spirit. A new way of seeing jewelry, bold, sassy chains broke years of unchanged tradition and formal convention.







## VOLUME

Opulent and bold, feminine and tactile,  
Pomellato jewels are voluptuous, sensual  
objects of desire.

# PAVÉ

Often featuring diamonds, the most classic of stones, Pomellato also innovates the use of pavé for colored gems. With iconic design audacity, Pomellato combines irregular stone settings with variously-sized gem cuts to bring the jewel's texture to life.







## COLORED GEMSTONES

Use of large cabochon stones or uniquely faceted gemstones can create beautiful, special light effects. There is a limited availability of such stones due to our high quality standards and their rarity, so those gems are now known as the NEW PRECIOUS.

# GRIFFE

A bold “griffe” – the claw setting that secures gems and is so archetypal of Pomellato – is now one of the brand’s most distinctive trademarks.







## CUT

Pomellato favors a certain irregularity, as this makes things more organic and enhances the beauty of the stone. Some gems are cut in the ways that they are only for our Maison: cabochons from stones that are not typically used this way, for example. Each cut stone is manually, individually evaluated, and only flawless ones pass the Pomellato test.

# CABOCHON

Pomellato has explored the theme of a cabochon gem cut in all of its forms and dimensions, from the largest to the smallest stones. This voluptuous cut perfectly aligns with Pomellato's stylistically smooth, sensual shapes and designs, and has now become a brand trademark.





# BRAND PILLARS



# NUDO

Nudo is Pomellato's most iconic collection. In Italian Nudo means “naked” or “bare,” as in without concealment, disguise or decoration. Since its launch in 2001, Nudo has been an ironic and technically challenging take on the solitaire – so much that both the ring and the way that the stones are cut are copyright protected. Its colors and organic shapes embody simplicity, elegance and modernity, as they celebrate the understatement of Milanese elegance. The signature of Nudo is its naked, claw-free gem, unique in the way it is cut and shaped, giving each piece a distinctively irregular faceting. Immediately becoming one of the “must haves” in jewelry, Nudo has become a veritable success story.







## NUDO

The collection expands, adding unexpected elements. Stud earrings are featured for the first time together with rings, pendants and pendant earrings in brown and black diamonds. Stones such as amethyst, sky topaz, lemon quartz, madeira quartz, prasiolite or blue London topaz together with the more rare iolite, rhodolite, mandarin garnet, essonite, peridot, red tourmaline, and aquamarine further enrich the voluptuous color palette. Different golds are brought together in an elegant contrast: natural white for the collet, and rose gold for the shank. A ring to be playful with, it can be stacked with others of different colors, into infinite combinations, making it the unconventional, customizable solitaire.

# ICONICA

Iconica is a golden tribute to Pomellato's goldsmithing tradition. It marks the official relaunch of the iconic Pomellato band ring. This ring design, present in our collections since the early 70s, has been a true icon since the 90s. Timeless and forever contemporary, it epitomizes the tactile and sensual experience that defines our brand. Iconica reflects the contrast between Milanese understatement and Pomellato's exuberant expression.







## ICONICA

The whole Iconica collection is of gold, featuring sensual design, rounded shapes, and large volumes. Embodying Pomellato's DNA, Iconica is bold, voluminous, sophisticated, sinuous, brilliant, timeless, lightweight, stackable and refined. Half a century of savoir-faire, and of transforming precious metals into art, has culminated in this collection of rings, chain bracelets and pendants in white or rose gold, or even diamonds.

# M'AMA NON M'AMA

M'ama non m'ama... Loves me, loves me not.  
As the essence of the unpredictable nature of  
true love, this collection presents a gem for  
every thought, and a color for every emotion  
– a kaleidoscope repertoire representing every  
shade of love.







## SABBIA

Sabbia heralds the elegance of nature in its purest form; with exquisite jewel-settings, Sabbia captures the movement of light as refracted by the finest minerals – like sand moving in the breeze. Precious sparkles of tiny diamonds are embedded in beautiful, irregular, one-of-a-kind settings.

# RITRATTO

Ritratto is the new collection by Pomellato, celebrating the unconventional beauty of an exceptional stone. With flowing movement and a burst of volume and color, its distinctive shape was inspired by the opulence of Indian jewelry. Ritratto's bold griffes secure the stone with an unmistakable dash of Milanese design.







## TANGO

Tango is pure artisanal craftsmanship, dancing with contemporary Milanese spirit. Bold and sophisticated Gourmette chains, sparkling pavés, and mesmerizing colors are the signature traits of the extraordinary collection.

# CAPRI

Inspired by the unforgettable landscapes and iconic *joie de vivre* of Capri, this namesake collection captures the essence of fresh femininity. Mediterranean flowers and fruits are morphed into rings, earrings and necklaces, while pearlescent ceramic buds and colorful gems are juxtaposed into elegant yet seemingly effortless masterpieces.







## VICTORIA

The Victoria collection stands for elegance and absolute sophistication. Bold volumes meet extraordinary lightness to create jewels of streamlined design, inspired by the regal style of Queen Victoria herself.

A black and white portrait of a woman with blonde hair, wearing a white button-down shirt. She has several tattoos on her arms, including a large oval one on her right forearm and a triangular one on her left. She is wearing multiple rings on her fingers. Her hands are clasped in front of her. The background is a textured, mottled grey.

CHARACTER



# CHARACTER

Pomellato is about empowering beauty, feminine leadership, artisanal craft, novel invention, and brilliant color. Its luxurious jeweled language is spoken with Italian flair, its Milanese accent resonating with a global richness.

If Pomellato were a person, it would be...

Unconventional

Self-confident

Joyful

Positive

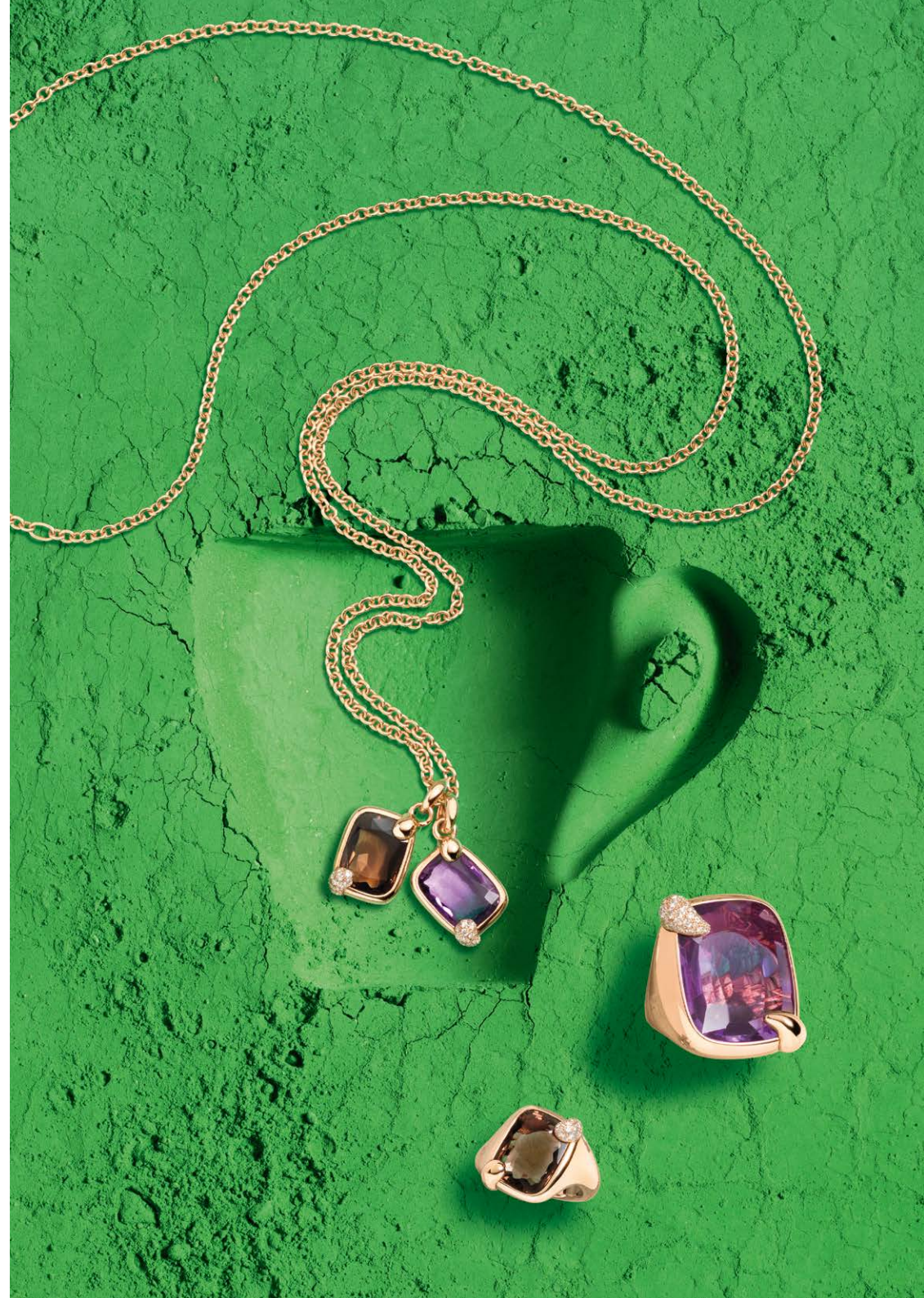
Playful

Understated

Fashionably chic

Sophisticated

Sensual



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