



## POMELLATO AND CHIARA FERRAGNI LAUNCH THE 'POMELLATO SISTERHOOD INITIATIVE'

**Pomellato, the innovative Milanese jewelry brand, and Chiara Ferragni, the Italian fashion entrepreneur, proudly introduce the Pomellato Sisterhood Initiative, with a print and digital campaign shot by photographer Cass Bird.**

For the second year in a row, self-made businesswoman Ferragni returns as Pomellato's ambassador, to promote a message of female empowerment, inclusiveness and inspiration with a new campaign. Since its 50<sup>th</sup> anniversary in 2017, Pomellato has continued to grow its #PomellatoForWomen communication platform, advocating for gender equality, female leadership, and a more authentic idea of beauty. Chiara Ferragni, the most Milanese of Milanese influencers, and several other inspiring women from various backgrounds, generations and nationalities, now represent the Pomellato Sisterhood Initiative. For the campaign, these modern-day heroes were shot by photographer Cass Bird. Known for a humorous yet intimate approach to photography, Bird provides an unprecedented, intriguing perspective of Pomellato women, through the eye of a woman.

In the Pomellato Sisterhood Initiative campaign images, Cass Bird captures Chiara Ferragni holding us in her powerful gaze. Wearing Pomellato's iconic brand-favorite NUDO, or new chain-inspired BRERA jewels (to be launched May 2019), Ferragni shines bright and strong. Bird's almost-mischievous photographic style is also able to bring out the joy of Pomellato's brand DNA, including young-society designer sisters Viola and Vera Arrivabene, deejay Scilla Ruffo di Calabria, and brand advisor Helen Nonini all from Italy, as well as Argentinian equestrian businesswoman Delfina Blaquier, and the British chef, model and philanthropist, viscountess Emma Weymouth. The new Pomellato Sisterhood Initiative is shot in black and white, to capture the authenticity of each woman.

Pomellato first developed #PomellatoForWomen as an inclusive cross-section of women from various disciplines, ages and arts, to act as bearers of Pomellato's values and spread a message of inclusiveness. For International Women's Day 2018, Pomellato unveiled the 'Hero' video in collaboration with Jane Fonda and the New York Times, and again in 2019 to co-launch 'The Pomellato Sisterhood Initiative: A Powerful Exchange' featuring Jane Fonda, Chiara Ferragni, Peyton List, Caroline Daur, Wakeema Hollis, Zhang Jun Ning, Ozwald Boateng, Jamie Campbell Bower, Abaseh Mirvali, Liesl Tommy, and more. Pomellato is proud to stand alongside them to announce its commitment to female leadership, unity and empowerment.

Pomellato CEO Sabina Belli said, "Pomellato designs with women in mind. Our latest commitment, the Pomellato Sisterhood Initiative, features positive examples of female leadership – women who follow the beat of their very own drum. When we believe in ourselves we can do anything."

### **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.

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