



JANE FONDA RETURNS TO POMELLATO TO LAUNCH THE POMELLATO SISTERHOOD INITIATIVE

March 8th, 2019, Milan. To honor International Women's Day (March 8th) 2019, Pomellato teams up with **Jane Fonda, Peyton List, Chiara Ferragni, Vera and Viola Arrivabene, Delfina Blaquier, Helen Nonini, Emma Weymouth, Scilla Ruffo di Calabria, Caroline Daur, Wakeema Hollis, Zhang Jun Ning,** Pomellato CEO **Sabina Belli** and others, to convey a message of inclusiveness and sisterhood in the powerful **'Pomellato Sisterhood Initiative'** new video and digital campaign. For the second year in a row, Jane Fonda and other inspiring women and men from varied generations and backgrounds help Pomellato to lead the charge on International Women's Day, championing female empowerment, achievement, leadership and equality with the **#PomellatoForWomen**.

Building on the success of its pioneering video launched on March 8th of last year, Pomellato's 2019 video engages a cast of opinion makers to discuss some of the most important topics affecting women and society. From inclusiveness to sisterhood, each contributor openly shares her or his knowledge and experiences, resulting in a sort of mutual idea exchange. Directed by the young talent Igor Ramírez García-Peralta, he gets to the heart of each influencer's thoughts on diversity, tolerance and community, offering the world **a choral message of hope, female empowerment and unity**. Pomellato plans to deepen its commitment to the **'Pomellato Sisterhood Initiative'** during the second half of 2019, with actions planned to benefit women.

Empowering women is an essential part of Pomellato's manifesto. First founded in 1967 – a revolutionary time for women's professional potential – Pomellato jewelry was created with the independent female in mind. The modern woman needed a more versatile jewel to wear from workday to evening, and Pomellato's revolutionary prêt-à-porter jewel concept fills that niche. Pomellato has since been known as a woman's brand: 75% of the Milanese jeweler's workforce is female, and the vast majority of its clientele are women buying jewels for themselves.

Pomellato first launched the **#PomellatoForWomen** campaign in 2017, on Pomellato's 50th anniversary. An inclusive cross-section of real-life, like-minded women from varied disciplines, backgrounds and generations, **#PomellatoForWomen** highlights the importance of female leadership and promotes a more authentic idea of natural beauty.

As of March 8, 2019, the new 'Pomellato Sisterhood Initiative' launch video can be viewed on Pomellato.com, Pomellato social media, or found with the hashtag **#PomellatoForWomen**.



THE TALENTS

VERA AND VIOLA ARRIVABENE, SABINA BELLI, GIULIO BERRUTI, DELFINA BLAQUIER, OZWALD BOATENG, JAMIE CAMPBELL BOWER, CAROLINE DAUR, CHIARA FERRAGNI, JANE FONDA, WAKEEMA HOLLIS, GODFREY GAO, GUS KENWORTHY, WENG LING, PEYTON LIST, HELEN NONINI, ZHANG JUN NING, JESSICA MICHIBATA, ABASEH MIRVALI, ROSSANA ORLANDI, RUBY QUILTER, SCILLA RUFFO DI CALABRIA, JOHNNIE SAPONG, LIESL TOMMY, EMMA WEYMOUTH.

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