

Pomellato FOR women

POMELLATO HONORS INTERNATIONAL WOMEN'S DAY WITH A NEW CAMPAIGN ADVOCATING FOR FREEDOM

"The biggest threat to freedom is being silent."

Nasim Eshqi, Iranian Professional Rock Climber, Activist and Pomellato for Women Ambassador

March 8th, 2023. To honor International Women's Day, Pomellato is proud to unveil its new awareness campaign advocating for freedom with its 6th annual Pomellato for Women video.

Featuring an impressive cast of glass-ceiling breakers and notable names, Pomellato for Women Ambassador Jane Fonda is joined by the powerful voices of American actress Joey King, Italian volleyball champion and activist Paola Egonu, and Iranian rock climber Nasim Eshqi for a discussion with Pomellato CEO Sabina Belli about how freedom is under threat in today's world, how women are disproportionately implicated in the fight for freedoms, and how, together, we need to speak up, rise up, and act now.



The #PomellatoForWomen platform was begun in 2017 by the House's CEO Sabina Belli, creating a dialogue around positive female empowerment to ignite change: Pomellato itself counts a workforce of 75% women. Over the past 6 years, Pomellato for Women videos have been created to advocate for gender equality, the power of sisterhood, and the need for inclusivity.

For the 6th year in a row, the House is honored to welcome back the 'Pomellato's godmother' **Jane Fonda** who doubles as one of Hollywood's most decorated actresses, original feminists and political activists. In the video, Jane Fonda reminds us that, *"We tend to take freedom for granted."* She is joined by other young voices including **Joey King**, an Emmy-nominated actress, budding entrepreneur and successful producer, who lauded our progress so far with, *"I feel very lucky that so many women in my industry have paved the way before me."* As well, star Italian volleyball player, writer and icon for LGBTQ+ rights **Paola Egonu** inspires others with, *"I've learned how strong women can be when we are together."* Iranian professional climber and women's rights activist **Nasim Eshqi** has pioneered outdoor climbing in Iran despite threats and government suppression, saying, *"It was a fight to be who I want to be."*

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First to develop the tagline “*Pomellato, caring for women since 1967,*” **Sabina Belli** also participated in the video as a true representative of female influence and ideas since she came on board as Pomellato’s CEO in 2015.

Belli explains the reasons behind the Pomellato for Women theme of 2023, “*Unfortunately, our freedoms as women and people continue to come under threat across the world – this year it has become especially evident. We are being suppressed, challenged, reduced, silenced, killed. Everyone is responsible to rise up and speak out against our loss of freedoms; I am proud to present the Pomellato for Women video alongside some of our most inspirational and powerful sisters, to speak our truth and to raise our voices to protect freedom.*”

Pomellato supplants words with actions, announcing a furthered charity campaign in 2023 that benefits the survivors of domestic violence through the Kering Foundation’s partner FreeFrom. Dismantling the link between intimate partner violence and financial insecurity, L.A.-based FreeFrom builds pathways to financial security and long-term safety for and with survivors.



[WATCH THE VIDEO](#)

About Pomellato

Pomellato, handcrafted contemporary fine jewellery from Milan. Renowned for its coloured gemstones and its elegant yet unconventional design since 1967. Supporting women and equality.

Working towards a more eco-conscious future, Pomellato has now achieved 100% responsible gold purchasing. Established in Milan in 1967 and 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 the sectors of fashion, leather goods, jewellery and watches.

About the Kering Foundation

Worldwide, 1 in 3 women is or will be a victim of violence during her lifetime. Since 2008, the Kering Foundation combats this violence that affects all cultures and all social classes. To maximize its impact, the Foundation works with a limited number of local partners in six countries: France, Italy, Mexico, the United Kingdom, the United States and Korea. The Foundation supports local organizations that provide comprehensive and tailored services to women survivors, and works to change behaviors and attitudes by engaging youth, in particular boys, to promote gender equality. The Foundation also seeks to create safe and supportive workplaces for survivors, both at Kering and through mobilizing other companies. In 2018, with the FACE Foundation, the Kering Foundation founded “One in Three Women”, the first European network of companies engaged against gender-based violence. In 2019, the Kering Foundation began supporting programs to address the origins of gender-based violence, in order to break the intergenerational cycle of abuse.

www.keringfoundation.org

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