

# Pomellato

FOR  
women

**Pomellato For Women** is a communication platform that was first launched by the Milanese jeweler for its 50<sup>th</sup> anniversary in 2017. Pomellato For Women **advocates for gender equality, diversity and inclusivity**, including the importance of female leadership and a more authentic idea of natural beauty. The Pomellato For Women community is represented by a cross-section of women from various disciplines, ages and arts. From celebrities such as Jane Fonda and Chiara Ferragni to other lesser known yet equally as incredible people, the Pomellato women act as true ambassadors of the brand, and as the bearers of its values, they stand united in a confidence of who they are as people. The mission of Pomellato For Women and its ambassadors is to listen, inspire and empower, to promote inclusiveness, and to defend and achieve gender equality.

## 2020 International Women's Day Video

Launched annually for International Women's Day, the 2020 video stars actress and political activist Jane Fonda and award-winning actress and humanitarian Cate Blanchett, who also doubles as the 2020 Pomellato For Women Godmother. As well, this year's video features 2020's Academy Awards-winning actress Laura Dern, comedic actress and philanthropist Tiffany Haddish, the lauded French actress Isabelle Huppert, LGBTQ+ activist and social media sensation Max Emerson, the French founder of the Maison des Femmes and sexual violence activist Dr. Ghada Hatem, Irish writer, broadcaster and activist Sinéad Burke, acclaimed Canadian filmmaker David Cronenberg, Chinese actress Huang Xiang Yi, Italian actress Alba Rohrwacher, Canadian transgender model Krow Kian, and the Pomellato Group CEO, Sabina Belli, as they express their hope for the future, united in the belief that we can effect change. Speaking in a choral message about equality and inclusivity, they prompt us to always ask ourselves, 'Who is not in the room?' Understanding the power of luxury brand visibility, Pomellato uses the Pomellato For Women platform to ignite and promote change, underscoring the Maison's values of empowerment, environmentalism and inclusivity, as it projects an eternal message of hope.

## Pomellato Herstory

Pomellato was founded by Pino Rabolini in 1967, a memorable period in history for women's emancipation. Pioneering the concept of prêt-à-porter jewelry for the liberated woman to wear day and night, Pomellato recognizes that female empowerment is equally as relevant today as it was in the revolutionary 1960s. Pomellato has always upheld the strength of womenkind, believing that each and every woman has her own story and self-evident rights, and that each deserves to be heard, included and represented. As such, Pomellato jewels were born of a were never intended as mere decoration. Colorful, artisanal and entirely individual, Pomellato's collections allow a unique form of expression: they are easy to wear, highly distinctive and entirely personal. The beauty of being one's true self is the beauty that empowers. Moreover, most of Pomellato's clients are women buying jewels for themselves. Pomellato is proud to report that its workforce employs 74% women, while it has been headed by female CEO Sabina Belli since 2015.

## 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.