



THE POMELLATO FOR WOMEN VIDEO FOR INTERNATIONAL WOMEN'S DAY 2024

Pomellato For Women activists join Pomellato to encourage us to be “social sentinels” fighting violence against women

March 8th, 2024. In honor of International Women's Day, Pomellato again teams up with Jane Fonda and other international activists for the 7th annual Pomellato for Women video, its pressing message denouncing the persistent problem of violence against women and encouraging us all to be 'social sentinels' who speak up for change. Across every culture on Earth, almost 1 in every 3 women have experienced some form of violence – usually carried out by a male partner or family member. With a destructive ripple effect, this is an issue that effects every one of us.

The #PomellatoForWomen communication platform was begun in 2017 by the Maison's CEO Sabina Belli to encourage female empowerment and ignite positive change. The Pomellato for Women videos advocate for gender equality and inclusivity, encourage the power of sisterhood, and raise awareness on the insidious problem of violence against women.



Assembling a diverse cast of activists, celebrities, and courageous fighters, the actress, author, activist and Pomellato for Women Ambassador **Jane Fonda** is joined by **Lucy Hale**, an American actress and mental health advocate, **Jesse Williams**, an American actor and humanitarian, **Lucia Annibali**, an Italian lawyer, advocate for marginalized women, and former acid-attack victim, **Amina Seck**, a Senegalese-Italian model and former domestic violence victim, **Andréa Bescond**, a French author, director, actress and victim of childhood assault, **Kulsum Shadab Wahab**, an Indian foundation director, humanitarian, and advocate for marginalized groups, **Gregorio Paltrinieri**, an Italian award-winning freestyle swimmer, and **Fabio Roia**, an Italian magistrate, the President of the Court of Milan, and a lifelong defender, scholar and trainer about domestic violence issues, to discuss the question of why does domestic violence continue to prevail, despite our efforts towards a greater equality and representation, and what we can do about it.

Pomellato

FOR
women

In the video, **Jane Fonda** broaches the question of 'why' domestic violence is such a persistent problem and points out that, "Men aren't born wanting to commit violence against women". **Gregorio Paltrinieri** concurs, saying, "Proving your masculinity has nothing to do with violence". And yet, **Lucy Hale** notes that "1 in 3 women experience some form of violence, and children who grow up with violence are more likely to become violent". **Jesse Williams** suggests, "Violence against women is a man's problem... men need to check other men". **Lucia Annibali** reminds us that "Silence is not an option, our voice is essential for real change". **Andréa Bescond** adds, "It starts with how we educate our boys and girls". **Amina Seck** encourages with, "It's a fight that involves us all". Fabio Roia passes on his advice for change with, "We all must be social sentinels". **Kulsum Shadab Wahab** summarizes by saying that ending violence against women is not only our duty, "It is our future".

Sabina Belli, who developed the motto "Pomellato, caring for women since 1967", also participated in the video as a voice of influence, as she has been devoted to women's causes at Pomellato since she became its CEO in 2015. Sabina Belli explains the reasons behind the Pomellato for Women theme 2024, "Violence against women and girls is a human rights violation. It is a crime. Every day we hear of these unacceptable cases of violence, and all of this prompts us to ask why. Why is this issue universal? It happens in all cultures, religions, walks of life, and eras in history that women are so much more often than men to be victims of psychological, economic or sexual violence? This question of why pressingly needs to be answered – so we can find and reverse the roots of the problem. This issue affects every one of us. Everyone has a role to play as a 'social sentinel' in order to break the silence, to believe women, and to foster changes in our society".

As well this year, Pomellato takes action to combat domestic violence by supporting different associations such as CADMI, a domestic violence center in Milan and a haven to women victims of violence. Moreover, Pomellato supports the Kering Foundation's L.A.-based partner FreeFrom, an organization helping to provide the groundwork for long-term financial security for survivors of domestic violence. Finally, in solidarity with the work of its Pomellato for Women advocate, Pomellato will also contribute to Kulsum Shadab Wahab's Hothur Foundation, helping the differently abled and underprivileged with initiatives for education, infrastructure, medicine, and counseling.

WATCH THE VIDEO

About Pomellato

Pomellato's unique style was born in **Milan**, a design powerhouse that has inspired the world. Casa Pomellato's Milan headquarters is home to over 100 highly skilled goldsmiths who hand-make each jewel, from smelting the gold to the final polishing. Combined with the finest **craftsmanship**, Pomellato brings a contemporary soul to fine jewelry making. Each jewel's soft curves and perfect finish result from Pomellato's passion for workmanship and a rigorous design ethos that maintains the house's heritage of superior goldsmithing skills.

Pomellato is committed to **female empowerment**. As a house dedicated to women, Pomellato's ambassadors are advocates of emancipation. Every Pomellato jewel and advertising campaign embodies the spirit of sisterhood and encourages support for women in many forms, from anti-violence projects to inclusivity awareness.

About The Kering Foundation

Since 2008, the Kering Foundation has been combating gender-based violence, which affects all cultures and social classes. To maximize its impact, Kering Foundation works with a limited number of partners in six main countries: the United States, France, Italy, Mexico, the United Kingdom and Korea. It supports local organizations that offer comprehensive and adapted support to women and children survivors of violence, works to change behaviors and mentalities by engaging young people, and aims to create safe and supportive workplaces for survivors, as well as mobilizing other companies on this issue. On the occasion of its 15th anniversary, Kering Foundation announced its strengthened commitment and now extends its work to also focus on violence against children, in particular childhood sexual violence.

[Keringfoundation.org](https://www.keringfoundation.org)

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