

# Pomellato

MILANO 1967

## JOEY KING, NEW POMELLATO BRAND AMBASSADOR

Pomellato is thrilled to announce Joey King, the American actress and producer, as the new face of the Milanese jeweler. Joining a rich and inspiring community of women who act as the bearers of Pomellato values, King is a brilliant new fit for the empowering jewelry brand. At just 23 years old, King is already a prolific multihyphenate talent, breaking glass-ceilings and social precedents. Making Emmy history as the youngest nominee in almost two decades to score a nomination for 'Outstanding Lead Actress in a Limited Series or Movie', as well as being the youngest person to strike a first look deal with not one, but two major streaming networks, Pomellato is proud to be represented by King, an example of strength, courage, and independence.

Capping the new partnership with a stunning photo shoot by the Morelli Brothers, Luca and Alessandro Morelli, two Italian photographers based between Milan and Los Angeles, King was photographed in her own selection of distinctive **Nudo**, **Iconica**, **Catene** and **Pomellato Together** jewels. Choosing these signature collections to offset her natural beauty creates a dynamic new campaign that aptly represents the joy of the jewelry brand.

With Pomellato's artisanal, glamorous jewelry handmade in Milan, its bold designs have broken with convention since the brand's inception. Today this unapologetic glamour is embodied by Joey King, a natural talent with a positive, genuine approach to life and stardom. Working alongside such names as Brad Pitt, Patricia Arquette and Michael Shannon, King has established herself as one of Hollywood's most sought-after young talents since her acting debut at the age of 4. Lauded by fans and critics alike for her creative versatility, King's transformative performance in *The Act* earned her nominations from Critics Choice, Golden Globes, and the Screen Actors Guild Awards. King has also been praised for her willingness to take on new challenges such as doing her own sword-wielding stunts for *The Princess* or shaving her head for three different roles. She will next star alongside Nicole Kidman and Zac Efron in 'A Family Affair,' set to release globally on Netflix in November. She is currently in production for her leading role in the Hulu limited series adaptation of the Georgia Hunter novel, 'We Were the Lucky Ones,' and will star and serve as executive producer on the film adaptation of Scott Westerfeld's dystopian YA book series 'Uglies' for Netflix. Establishing her own successful production company All the King's Horses, King has become a role model for the younger female generation – a woman unafraid to take charge of her future from all sides and explore unknown territories.

On her new collaboration with Pomellato, Joey King said, *"I am so happy to be the new face of Pomellato, a brand that is known for supporting women, equality, and eco-consciousness. With handcrafted jewels by Italian artisans, they are not only exquisite, but steeped with meaning."*

With Milanese sophistication, bright colored gemstones, and voluptuous gold volumes, Pomellato jewel design is immediately recognizable. Known as the brand to be 'Caring for women since 1967,' Pomellato began the Pomellato for Women campaign in 2017 to promote gender equality, inclusivity, and female empowerment. Pomellato CEO Sabina Belli explains the choice of King as its new ambassador, *"We are happy to welcome Joey to the Pomellato family, as she truly represents the courage and tenacity of the Pomellato woman. She joins the incredible Pomellato for Women cast, a community of different generations, walks of life, and accomplishments, to represent her own unique facet of womanhood. With Joey's unbridled ambition and captivating talent, her voice will speak for a new generation of hope and the Pomellato values that we hold dear."*