



## JANE FONDA, ANJELICA HUSTON AND CHIARA FERRAGNI STAR IN THE NEW YORK TIMES VIDEO IN COLLABORATION WITH POMELLATO TO CELEBRATE INTERNATIONAL WOMEN'S DAY

To support and honor womankind, Pomellato and The New York Times collaborate to spread a message of positive female empowerment for International Women's Day (March 8<sup>th</sup>). Through a NYT article detailing important milestones in the women's movement, and a Pomellato video with an international cast of powerful women, the new partnership champions female achievements, leadership, and gender equality.

Published on March 8<sup>th</sup>, The New York Times ([nytimes.com](https://www.nytimes.com)) article explores the key historical moments in women's rights during the 20<sup>th</sup> and 21<sup>st</sup> centuries, and how these civic changes have influenced present day. From a woman's right to vote, to today's viral phenomena such as the #MeToo and #TimesUp hashtags, the article features historical summaries, photography, NYT archive links, and the Pomellato commemorative video.

Interviewing Pomellato advocates from a variety of countries, generations and backgrounds, the video features women who define empowerment. Mobilizing celebrities, PomellatoForWomen ambassadors, and other powerful female voices, the video stars Aure Atika, Sabina Belli - Pomellato CEO, Kitty Cash, Stephanie Cayo, Caroline Corbetta, Clotilde Courau, Lisa Edelstein, Chiara Ferragni, Jane Fonda, Virginia Gardner, Isabel Getty, Roxine Helberg, Anjelica Huston, Virginie Ledoyen, J.J. Martin, Helen Nonini, Alexandra Richards, Ece Sükan, Anne-Sophie von Claer and Chu Wong. Viewable on [nytimes.com](https://www.nytimes.com), [Pomellato.com](https://www.pomellato.com), and social media, the women share their personal accomplishments, fears, challenges, joys and hopes for the future, while offering womankind a choral message of hope, empowerment and unity.

Founded in 1967, a revolutionary time for women's independence, Pomellato jewelry was created with the empowered female in mind. As women flocked to the workforce in numbers never seen before, their daily roles and needs evolved. Pomellato recognized that the independent woman would need a more functional, versatile jewel to wear from workday to evening, and the prêt-à-porter jewelry concept was born. Since, Pomellato has been known as the brand that designs for women. 74% of the Milanese jeweler's workforce is female, most of its clientele are women buying jewels for themselves. The PomellatoForWomen campaign was launched in 2017, to feature an inclusive cross-section of real-life women from various disciplines, ages and arts. Acting as bearers of Pomellato values, these inspirational women promote a more authentic idea of natural beauty.

**Pomellato, caring for women since 1967.**