



KRYSTAL EMBODIES REFINEMENT AND STRENGTH IN POMELLATO

Pomellato is proud to announce its first Korean ambassador with singer and actress Krystal.

Krystal started her career as a K-pop idol in 2009, and immediately became known as a style icon. Debuting in her acting career in 2010, she has received critical acclaim to accompany her chic fashion sense. A role model for Gen Z, Krystal has already succeeded in many creative disciplines for her young age, a talented and versatile artist who is widely recognized all over Asia.

Krystal embodies refinement and strength, values dear to Pomellato that take shape as unmistakable jewel designs in which every woman can recognize her own uniqueness.

As women are at the center of the Pomellato's universe, the Milanese jeweler has chosen female characters from different backgrounds that embody the multiple facets of Pomellato femininity, wearing the unconventional jewelry collections that best highlight their own personalities. Conveying elegance with her trademark allure, Krystal chose sleek and bold combinations of jewels for her Pomellato style, wearing edgy gold Iconica jewels, elegant sky-blue Nudo creations and diamond-studded Catene masterpieces to accompany her natural beauty.

Since its inception in 1967, Pomellato has been the jewelry brand for the independent woman, its day-to-night Milanese style both elegant and contemporary. Using 100% responsible gold and dedicating itself to women's causes, Pomellato's bold, color-rich jewels are handcrafted in-house in Milan.



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 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.