

JEWELRY

Pomellato explores design process in shoppable Net-A-Porter feature

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Image courtesy of Pomellato

By STAFF REPORTS

Italian jeweler Pomellato is taking online retailer Net-A-Porter's consumers behind-the-scenes at its Milanese atelier to showcase its craft.

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In content housed on Net-A-Porter's Web site, Pomellato invites the retailer's consumers to discover how the jeweler blends fashion-forward sensibilities with traditional craftsmanship to create its colorful jewelry. The educational shoppable feature on Net-A-Porter may inspire purchases from consumers unfamiliar with the Pomellato brand and its designs.

On the outskirts of Milan

The jeweler's "Hidden World of Pomellato" video series opens with a three minute video introducing the house and three important figures in the brand: its CEO, creative director and master goldsmith.

In the film, Pomellato gives an overview of its gemstone and gold creations, the importance of designing all of its pieces entirely in-house and the values the house relies on for design.



Pomellato's Nudo rings as seen on Net-A-Porter

After the introduction video, Pomellato pays special attention to Sabina Belli, CEO, Vincenzo Castaldo, creative director and Silvano Pecchio, master goldsmith. Ms. Belli's interview is presented first.

In her dialogue, Ms. Belli explains what makes the 50-year-old Pomellato and its team so special. "Buy Pomellato jewels isn't a financial investment – it's an investment of the heart and soul," she says in the nearly three minute video.

Up next is Mr. Castaldo, who takes time to explore his creative process to develop timeless pieces. Here, consumers learn the inspiration behind Pomellato signature "off-kilter cuts and rainbow-colored shapes."

Speaking of how each piece of Pomellato jewelry makes the wearer feel, Mr. Castaldo said, "The gems are the most sensual part; they are the musical notes with which we create different melodies."

In its final video, Pomellato visits the workshop of Mr. Pecchio, its master goldsmith, who explains how Mr. Castaldo's designs come to life. In his video, Mr. Pecchio discusses that he has worked at the atelier for 30 years and is one of more than 100 goldsmiths.

The work of Pomellato's goldsmiths is done by hand and each have skills that have been passed down through the generations. To this point, Mr. Pecchio is quoted in the video saying, "Just as a painter paints a canvas, a craftsman creates a unique and unrepeatable piece."

The Hidden World of Pomellato

Below the video content, Net-A-Porter consumers can browse an edit of Pomellato jewelry. Featured is the brand's signature Nudo and Sabbia designs, available as rings, pendants and earrings.

Going behind-the-scenes of an atelier often instills a greater sense of appreciation for a brand's wares.

For example, French apparel and accessories maker Hermès demonstrated how its silk scarves are manufactured with a film set within its Lyon, France workshop.

Hermès' "La Fabrique de la Soie," or The Silk Mill in English, celebrates Hermès' popular silk scarf category ahead of the product's 80th anniversary next year. Delving into the production details of a popular product segment can spur

interest among consumers who may be fans, but are unaware of the care and detail taken before the item lands in stores ([see story](#)).

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