

JEWELRY

Pomellato portrait series features "real women" to speak to global consumer base

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Pihla Hintikka, Larissa Hofmann and Helen Nonini for Pomellato 2017, photo by Peter Lindbergh

By JEN KING

Italian jeweler Pomellato is dedicating its 2017 advertising campaign to women in all their authentic beauty.

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Pared down, simplistic and realistic campaign imagery has grown in popularity as brands have continuously aimed to speak directly to the everyday consumer, who is now more laid back and casual than generations prior. For its 2017 campaign, Pomellato worked with photographer Peter Lindbergh, known as a master of realism, and a cast of women from various verticals to further promote a realistic view of the Pomellato woman.

"The pursuit of a deeper more thoughtful humanity is real," said Chris Ramey, president of [Affluent Insights](#), Miami. "Brands are tapping into the zeitgeist of our time to match their target affluent prospect's values."

Mr. Ramey is not affiliated with [Pomellato](#), but agreed to comment as an industry expert. Pomellato was reached for comment.

In the gallery

Kering-owned Pomellato introduced the new ads during a private cocktail event in Milan on Feb. 23. Held at Teatro Arsenale, a 13th century theater, during Milan Fashion Week, the event featured a hanging gallery of black-and-white portraits photographed by Mr. Lindbergh.

Past Pomellato campaigns have been shot by photography heavyweights such as Helmut Newton, Michel Comte, Horst P. Horst and Gian Paolo Barbieri, among others.

The one-night photography installation featured more than 100 floating frames. A mix of modern and baroque frames were used to evoke timelessness while the featured images included the ad portraits, behind-the-scene shots and stills of Pomellato jewelry.



Pomellato Ritratto event in Milan Feb. 23

Attendees were given placard boards with messages of female empowerment to pose for pictures during the event. A #PomellatoForWomen hashtag, used for the evening, and likely to be repurposed for the campaign, summarized the "powerful, passionate and proud" statements.

For Pomellato's 2017 campaign, Mr. Lindbergh photographed "real women who speak to real women." The campaign features artist Anh Duong, nutritionist Rosemary Ferguson, brand advisor Helen Nonini, art curator Caroline Corbetta, model and visual artist Larissa Hofmann and writer Pihla Hintikka.

The six women were photographed in a candid style and wear different pieces from Pomellato's signature collections. In addition to Pomellato classics, the ad campaign features the jeweler's latest collection, Ritratto, which in English translates to portrait.

Ritratto includes three sizes of rings, earrings and pendants featuring the brand's signature colorful stones such as topaz, amethyst and smoky quartz. Priced between \$2,865 for a pendant and \$10,611 for the largest sized rings, the collection will be available in-store this April.



Pomellato Ritratto rings

Founded in 1967, Pomellato's ad campaign will be featured in the April issues of major fashion titles as part of its 50th anniversary efforts.

Get real

Campaigns that speak to an "authentic womanhood" are becoming more popular, with brands relying on black-and-white photography and a minimal makeup look.

For example, Italian fashion house Giorgio Armani promoted the idea of a global, multi-faceted beauty reflective of its international consumer base for its New Normal campaign.

Lensed by Mr. Lindbergh in black-and-white, the campaign imagery captured a "genuine naturalness" and expresses "beauty that is without time or place." Each model hails from a different culture and geography, thus personifying Armani's New Normal campaign of international appeal ([see story](#)).

Also, U.S. jeweler David Yurman is transporting consumers to the carefree Florida Keys in an effort that promotes effortlessness.

The brand's spring 2017 campaign shot by Bruce Weber features models Taylor Hill and Natalia Vodianova in relaxed portraits. This pared back aesthetic may help consumers picture themselves in the models' shoes wearing the jewelry themselves.

David Yurman's campaign mixes images in both black and white and color. In images released, the models are pictured with tousled hairstyles and a casual wardrobe that includes denim shorts and a relaxed dress ([see story](#)).

"Every luxury marketer has to ask themselves, 'To whom does our best prospect relate?'," Mr. Ramey said. "The definition of beauty evolves as does the definition of luxury.

"Ensuring authenticity is increasingly important to affluent women; it's how they often define themselves," he said.

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