

JEWELRY

Pomellato taps Chiara Ferragni as ambassador

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Chiara Ferragni for Pomellato. Image credit: Pomellato

By STAFF REPORTS

Kering-owned jeweler Pomellato has picked Italian influencer and entrepreneur Chiara Ferragni as its latest face.

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The blogger and founder of The Blonde Salad, which today includes a collection and a talent agency, will act as a spokesmodel for the ongoing PomellatoForWomen campaign. Since the effort is a celebration of strong, independent women, Ms. Ferragni was chosen as an ambassador for her status as a self-made businesswoman.

Chiara for Pomellato

Founded in 1967, Pomellato is a female-centric company, and three-quarters of its current workforce is women. Since 2015, it has been run by CEO Sabrina Belli.

The brand was established at a time when women's rights and liberation were at the forefront. For its 50th anniversary in 2017, the house launched its PomellatoForWomen campaign, which features independent women who reflect its values.

The campaign is intended as a platform for communication and inspiration ([see story](#)).

"For the PomellatoForWomen campaign, we really went back to our roots, to where and when it all began, with and for women," Ms. Belli said. "And almost by some historical accident it's an idea worth returning to, because the question of women's rights is very much alive again today.

"Pomellato jewels act as exquisite frames for the real heroes of everyday life—the women themselves—and this is who we want to celebrate with our campaign," she said.

Shot by Peter Lindbergh, the PomellatoForWomen campaign features black-and-white portraits of ambassadors. In addition to a series of shots, Ms. Ferragni appears in a campaign film talking about her own rule breaking in the fashion industry, which mirrors Pomellato's own boundary pushing.

Chiara Ferragni | #PomellatoForWomen

"I am so proud to join this campaign that represents everything women can be—strong and capable, and fiercely

independent," Ms. Ferragni said in a statement. "And Pomellato's unconventional style, along with the powerful perspective conveyed in each of Peter Lindbergh's images, it's just perfect chemistry.

"I love the way Pomellato is building a platform for women, celebrating women from different walks of life it's a brand that has always dared to break the rules," she said. "And the fact that the maison is 100 percent Italian, like me, it just feels like such a natural fit."

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