

JEWELRY

## Pomellato recounts half-century of history in tome

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*Pomellato's colorful Nudo rings. Image credit: Pomellato*

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By STAFF REPORTS

Italian jeweler Pomellato is looking back on its earliest years in a new book.

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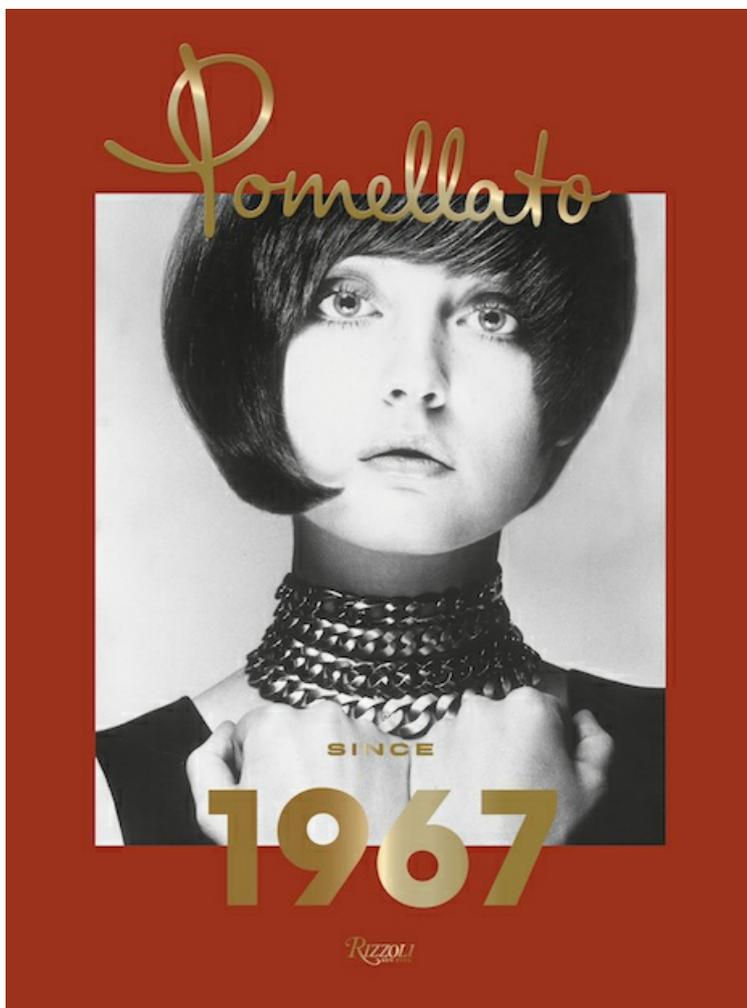
In honor of its 50th anniversary, the Kering-owned house is showcasing its own history against the backdrop of social change happening at the time. "Pomellato: Since 1967" tells the story of the jeweler that challenged conventions as other rules were being broken.

### Swinging into the '60s

Pomellato was founded by Pino Rabolini in 1967, as movements such as Women's Liberation and San Francisco's Summer of Love took place. The son of a goldsmith, Mr. Rabolini was inspired by to make jewelry for the free-spirited women of the day.

The house mirrored the sense of revolution at the time, as women were inspired to buy the brand's baubles for themselves, rather than waiting to receive Pomellato pieces as gifts from others.

The label's colorful jewelry also mirrored the Pop art being created by talents such as Andy Warhol. Pomellato's designs also fit into the growing move toward ready-to-wear fashion.



*Pomellato: Since 1967. Image courtesy of Pomellato*

Published by Rizzoli, Pomellato's new book makes the comparison between major events of the 1960s and the jeweler's own history. Written by Sheila Walker and Guisi Ferr, the 208-page book also includes shots by photographers Herb Ritts, Helmut Newton and Peter Lindbergh for a visual narrative of the brand's story.

Photos of notable women of the day, such as fashion model Twiggy and musician Carly Simon, also feature as a foil to Pomellato's gems.

To this day, Pomellato still speaks to the independent woman, recently picking Italian influencer and entrepreneur Chiara Ferragni as its latest face.

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 ([see story](#)).

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