

JEWELRY

Pomellato invests in Los Angeles to capture Asian travel market

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Pomellato's new Los Angeles location. Image credit: Pomellato

By BRIELLE JAEKEL

As jewelry consumption in North America grows, Italian jeweler Pomellato is making its return to Los Angeles with a new boutique to help capture the travel market from Asia and the Middle East.

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The jewelry brand has just opened a new location in Beverly Hills, in addition to its New York store, in the hopes of becoming closer to its customers there as well as capturing new ones. The clientele at the boutique on Rodeo Drive varies from the New York crowd, allowing Pomellato to reach a different customer base through retail.

"Rodeo Drive is the iconic intersection of luxury and tourism on the West Coast," said Nathalie Diamantis, CEO and president of Pomellato Americas, New York. "Reopening our boutique here allows us not only to increase our visibility in this key market but more importantly to have a closer relationship with our clients both local and global.

"Although New York is the ultimate destination for what's leading in fashion and luxury, the clientele skews very East Coast regional and European," she said. "L.A. is a more relaxed vibe for local and regional clients to shop and also has a traveling clientele from all of Asia and the Middle East.

"Both markets have a strong following of Latin American clientele who are passionate Pomellato lovers."

Los Angeles opening

The new Pomellato store opened on Aug. 24 at 2 Rodeo Drive.



Pomellato's new store. Image credit: Pomellato

Its design focuses on bringing the brand's Italian heritage into the bricks-and-mortar aesthetic, while also combining it with California style for a hyper-local experience.

The store is 1,700 square feet and features the brand's signature lacquered Montenapoleone red on the facade and a door handle in the shape of a ring.



Pomellato's new store features a special lounge. Image credit: Pomellato

Inside, products are displayed on specially designed floating cabinets. There is also a lounge area with a sofa designed to make shoppers feel as though they are home.

Insight to jewelry

As the jewelry sector begins to pick up in North America, Pomellato hopes to capture a different segment compared to its other United States location in New York.

Los Angeles is seeing a growing number of travelers from Asia, whom Pomellato is hoping to capture.

The United States is becoming a highly coveted travel destination among affluent Chinese consumers, and due to their spending habits the demographic has proven extremely influential, according to a report from YouGov.

Chinese affluent look to purchase luxury goods while traveling abroad, and Chinese consumers spend the most out of any group while traveling. YouGov's Affluent Perspective 2017: Chinese Luxury Shoppers in America found that 56 percent of Chinese affluent are planning a trip to the U.S. within the next two years ([see story](#)).

"The Beverly Hills store will have a rich representation of the Pomellato pillars Nudo, M'ama non M'ama, Ritratto and Capri to emphasize our extraordinary heritage in color gemstones as well as the much-loved Tango and the new Nuvola diamond collection exclusive to 10 stores worldwide," Ms. Diamantis said. "Branded jewelry is growing and sought after more than ever in the North America.

"Jewelry is emotion, which people use to celebrate their lives, especially precious moments," she said. "We as jewelry brands have to be a part of our clients' lives to remain relevant."

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