

JEWELRY

Pomellato, Vestiaire Collective strike circularity deal for pre-owned jewelry

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Customers can sell Pomellato jewelry on Vestiaire Collective, and get a 10 percent discount per item for a new piece from the jeweler. Image credit: Vestiaire Collective

By LUXURY DAILY NEWS SERVICE

Vestiaire Collective has struck a three-month partnership that will let Italian jeweler Pomellato reward its customers for selling their pre-owned pieces on the resale platform.

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The circularity partnership will see Pomellato customers being gifted a 10 percent-off voucher to be redeemed against new collection pieces.

In pre-love

The deal comes ahead of Valentine's Day, which is a major gifting occasion for jewelry items.

Circular fashion is key to Vestiaire Collective's business model. But it has also become core to the operations of many luxury brands, including Pomellato.

Owned by Kering, Milan-based Pomellato in 2018 became the first jewelry brand to source 100 percent responsible gold as part of its traceability pledge and to reduce its environmental impact.

To get the word out, the marketers have partnered with jewelry lovers Hannah Lhoumeau, Michaela Thomsen and Bettina Looney to share their fondness for Pomellato jewelry items. The campaign is aptly called, "My Pre-Loved Story."

My pre-loved story: Vestiaire Collective x Pomellato

Pomellato is known for its collectible jewelry such as Dodo charms, Orsetto bear pendant and bright gemstones. It is particularly popular with celebrities.

Last Sunday's Oscar red carpet had Pomellato jewelry on Hollywood actors such as Jane Fonda, Regina King, Sandra Oh, Lili Reinhart, Laura Dern and Rebel Wilson.



Hollywood stars wore Pomellato jewelry to the 2020 Oscars Feb. 2. Image courtesy of Pomellato

THE POMELLATO alliance comes four months after Vestiaire Collective opened its first permanent boutique at British department store chain Selfridges' flagship store on Oxford Street in London, planting a post for the fast-developing circular economy in fashion.

The move, arriving after a two-week pop-up experience in 2018 with clothes drop-off within the same Selfridges store, is 10 years to the date of Vestiaire's founding as a source for consumers to buy and sell pre-owned apparel and accessories ([see story](#)).

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