

JEWELRY

Pomellato For Women 2020 campaign enlists Hollywood artists, fashion headliners and diversity activist

March 6, 2020



Cate Blanchett stars in the Pomellato for Women 2020 campaign. Image courtesy of Pomellato

By DIANNA DILWORTH

Italian jeweler Pomellato has kicked off its third annual Pomellato For Women campaign with a message of female leadership and equality expressed through an effort starring icons.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The campaign reaches for the great and good, including Australian actress Cate Blanchett, who is the 2020 Pomellato For Women Godmother. The campaign is timed for International Women's Day on Sunday, March 8.

"The pursuit towards a more inclusive attitude is a responsibility of all brands, including us," said Sabina Belli, CEO of Pomellato Group, Milan. "Luxury brands have a special duty to use their power and attractiveness to amplify important messages for our society and for a better future.

"Pomellato embraces the fact that its appeal is and has always been largely female," she said. "For the Pomellato For Women campaign we really went back to our roots, to where and when it all began, with and for women."

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



Iconic stars participate in Pomellato for Women's 2020 campaign. Image courtesy of Pomellato

Empowering message

The creative features actress and political activist Jane Fonda, Academy Award-winning actress Laura Dern, comedian and philanthropist Tiffany Haddish, French actress Isabelle Huppert, LGBTQ+ activist Max Emerson, founder of the Maison des Femmes and sexual violence activist Dr. Ghada Hatem, Irish writer and activist Sinad Burke, Canadian filmmaker David Cronenberg, Chinese actress Huang Xiang Yi, Italian actress Alba Rohrwacher and Canadian transgender model Krow Kian.

These iconic stars wear Pomellato jewelry and use their powerful voices to share discuss an opportunity to support girls and to listen to them no matter where they come from in a series of videos that will be shared on social media.

The icons imagine a matriarchal society and demand an equal world in which we build not only financial wealth for girls, but also spiritual wealth.

The campaign encourages viewers to ask who is not in the room and to embrace the power diversity.

"The Pomellato For Women initiative involves a cross-section of women and men from various disciplines, ages and arts, these ambassadors act as the bearers of Pomellato values," Ms. Belli said.

"We want to celebrate the diversities and the authenticity of womanhood and beyond, in all its richness," she said.

"The people who have worked with us are all united and share the same beliefs in the values we promote together.

"This is a choral message. We stand by women and fight for inclusiveness on all fronts. We have the power to change things."

Sixties zeal

Pomellato was founded by Pino Rabolini in 1967 with the idea of creating prt-porter jewelry for liberated women during a revolutionary time.

Since then, the brand has been known for promoting unity, strength and equality for women.

"The mission of Pomellato For Women and its ambassadors is to listen, to empower, to promote inclusiveness, and to achieve equality," Ms. Belli said.

"Pomellato jewelry was created with empowered women in mind, women who were carving their space in society and in the workforce back in the late 1960s," she said.

"Today, Pomellato continues to be a women's affair and women are at the center of the Pomellato universe, with 74 percent of the employees being female and more than 80 percent of customers being women buying jewels for themselves."

Highlighting jewels

The Pomellato For Women initiative was first developed in 2017 to highlight the importance of female leadership and in doing so pushed a more natural beauty.

The creative has included women from various disciplines, ages and arts who act as ambassadors of Pomellato.

"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," Ms. Belli said.

"We at Pomellato are aware that today the issues surrounding women in the world are not yet resolved," she said. "Women's education, women's access to the workforce and equality at the workplace as well as women's support in the fight against domestic violence are all important issues that resonate today as much as they did 50 years ago when the brand was founded in Milano.

"So we speak up. We started the conversation, with the voices of remarkable people, to help raise awareness and acknowledgement through visibility. This year we have chosen an impressive cast of Hollywood artists, fashion headliners and diversity activists to give voice to those who need it."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.