

JEWELRY

## Kering's Pomellato, DoDo jewelry brands, with \$109K donation, take stand against domestic abuse in housebound Italy

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*Milanese jeweler Pomellato has initiated a crowdfunding campaign to protect women as reports of an upsurge in domestic abuse pour in with the mandatory confinement in COVID-19-ravaged Italy. Image credit: Pomellato*

By LUXURY DAILY NEWS SERVICE

Kering-owned jewelers Pomellato and DoDo have launched an awareness campaign and crowdfunding effort to take a stand against the upsurge in incidents of domestic abuse in Italy during the ongoing period of mandatory confinement.

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The two Italian brands, along with ambassadors, have set a goal of \$219,000 towards efforts aimed at stopping domestic violence in Italy as the country earns the dubious distinction of reporting the most COVID-19 coronavirus fatalities worldwide.

A little less than half that amount sought \$103,700 has already been donated by 53 donors in 24 hours since the [crowdfunding effort on gofundme commenced](#).

For their part, Pomellato and DoDo have donated \$109,000 to support the cause.



**Pomellato and DoDo** take a stand against domestic violence with a **100.000€ donation** and **crowdfunding initiative** to benefit women victims of abuse.

Our donation supports the women's shelter **CADMI** (Casa di Accoglienza delle Donne Maltrattate di Milano) and **D.i.Re**, a network of anti-violence centers in Italy. We also proudly launch a crowdfunding initiative for D.i.Re, with all funds dedicated to **women victims of domestic and sexual abuse.**

**LINK IN BIO TO DONATE**

#Youarenotalone  
#PomellatoForWomen  
[www.direcontrolaviolenza.it](http://www.direcontrolaviolenza.it)

**CAMPAIGN AND CROWDFUNDING  
AGAINST DOMESTIC VIOLENCE**

*Pomellato and DoDo's call to donate toward a crowdfunding effort aimed at helping women victims of domestic abuse during the home confinement period arising from the COVID-19 coronavirus outbreak. Image credit: Pomellato*

### Sparkling effort

Funds raised will go directly to D.i.Re, the first Italian association of anti-violence centers managed by women.

The domestic abuse fundraiser comes almost a month after Pomellato kicked off its third annual Pomellato For Women campaign with a message of female leadership and equality expressed through an effort starring icons.

The campaign reaches for the great and good, including Australian actress Cate Blanchett, who is the 2020 Pomellato For Women Godmother. The campaign, still promoted on Pomellato.com, was timed for International Women's Day on Sunday, March 8 ([see story](#)).

**Kering**, whose brands have generously contributed to COVID-19 relief efforts, and **Pomellato** and **DoDo** are promoting the effort on their social media feeds including Twitter and Instagram.

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