

JEWELRY

Pomellato debuts sustainably sourced jewelry line to celebrate Earth Day

April 20, 2020



Denim Lapis Lazuli ring in rose gold with lapis lazuli and rubies by Pomellato. Image courtesy of Pomellato

By DIANNA DILWORTH

Italian jewelry designer Pomellato is marking the 50th anniversary of Earth Day by debuting a new line of jewelry that uses 100 percent sustainably sourced materials.

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

The move is intended to reach consumers who are increasingly looking to make more environmentally friendly purchases.

"For us sustainability is a core value," said Sabina Belli, group CEO of Pomellato Group, Milan. "Safeguarding craftsmanship and sourcing materials in an ethical way respectful of the environment and people's work conditions are key drivers.

"Jewels are made to last a lifetime and that is for sure a positive aspect in the overall discussion on sustainability," she said.



Denim Lapis Lazuli bracelet in rose gold with lapis lazuli and rubies by Pomellato. Image courtesy of Pomellato

Sustainably sourced jewels

Shoppers are more likely to be attracted to brands that endorse the social causes they care about such as sustainability or equality, according to a recent report from The Conference Board.

Pomellato's Denim Lapis collection includes a set of earrings, a matching bracelet and a matching ring. It is the brand's first 100 percent sustainable collection, and is a made-to-order collection that will be sold only online.

The pieces use rose gold with lapis lazuli and rubies. The Lapis lazuli comes from Chile, red rubies from Tanzania and the rose gold is fair mined in Colombia.

"Some brands have sustainability, both ecological and social features, in their DNA, and that is often the key appeal of those brands," said Denise Dahlhoff, senior researcher for consumer research at The Conference Board, New York.

"Sustainability features become most powerful when they are coupled with additional quality, design or functionality benefits, for example," she said.

"While sustainability is one of several criteria that shoppers consider when making purchases, it can be a powerful special benefit that people desire and value."

The project was born from a 2018 Kering Award for Sustainable Fashion at the London College of Fashion.

Chilean student Mara Teresa Flores wanted to create a piece of jewelry using sustainably sourced lapis lazuli from her native country.

Pomellato liked the first prize winner's idea and found the artisanal mine, Las Flores de los Andes company, which sources the elements sustainably.

Since 2018, Pomellato has purchased 100 percent responsible gold and diamonds certified by the Gemological Institute of America and from RJC-certified suppliers whose business practices have been assessed to meet the highest ethical, social and environmental standards.

"As clear proof of its origin, each jewel is stamped with the Fairmined trademark and is presented with a Fairmined passport of origin' guaranteeing full traceability from mine to finished jewel," Ms. Belli said.



Denim Lapis Lazuli earrings and bracelet in rose gold with lapis lazuli and rubies by Pomellato. Image courtesy of Pomellato

Earth Day

Since Earth Day will celebrate its 50th anniversary on April 22, the brand found it was the ideal launch time to promote its sustainable line.

"We can contribute to celebrating this symbolic day to raise awareness and promote change," Ms. Belli said.

The new line is open to anyone but is especially targeting women who are sensitive to the environmental concerns.

For them, it is paramount that products they buy are made of socially responsible materials and sustainably sourced.

"Sustainability is part of the way we conceive jewelry and I believe customers will be more and more sensitive to it because it is not only an added value, but also a matter of responsibility," Ms. Belli said.

"Our world will change after this global crisis and I hope that the changes will be positive in terms of more conscious habits and choices," she said.

Earth Day offers luxury brands an opportunity to reach consumers who are looking for ways to make more environmental choices in their lives.

"Earth Day is an occasion for brands to express their values and communicate their environmental initiatives," The Conference Board's Ms. Dahlhoff said. "This helps strengthen connections with their customers, employees and other stakeholders, who increasingly care about the environment and want to associate with brands whose values they identify with.

"This holds especially for younger people, who are an important growing target segment for luxury brands," she said. "There has been a particular interest in climate topics in Europe, where many luxury brands are headquartered."



Denim Lapis Lazuli earrings in rose gold with lapis lazuli and rubies by Pomellato. Image courtesy of Pomellato

Brand value versus marketing

Pomellato does not see the line as a ploy. Instead, the brand considers doing a sustainable line part of its core brand values.

"We don't see this as marketing," Ms. Belli said. "Everything we do is aligned with our core values and through those values we connect with our audience with authenticity."

The company is known for supporting causes that are important to women. The company's employees and customers are mostly women, so the firm takes on women's causes including environmental concerns.

The brand's #PomellatoForWomen platform is an ongoing effort to promote female leadership and inclusivity.

Additionally, the company recently launched a crowdfunding campaign to help women victims of domestic violence, an issue that is especially elevated during forced confinement due to the COVID-19 outbreak ([see story](#)).

"It is about meaning and purpose," Ms. Belli said.

"With regards to the human values and craftsmanship, we believe in the transmission of our savoir-faire and passion to young generations," she said. "It is all about alignment with values rather than marketing."