

JEWELRY

Milanese jeweler Pomellato partners with Costanzo and Rizzetto to uphold Italian Genius'

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Pomellato's handcrafted contemporary fine jewelry from Milan, includes colored gemstones and unconventional design. The brand is known for pushing women's issues, including equality. Image credit: Pomellato

By LUXURY DAILY NEWS SERVICE

Italian jewelry house Pomellato has entered into an equity partnership with fellow Italian jeweler Costanzo and Rizzetto to boost its domestic-production credentials.

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As part of the partnership, Pomellato will take a minority stake in Costanzo and Rizzetto with the aim to reinforce Pomellato's manufacturing capabilities. In exchange, Pomellato will bring its expertise to Costanzo and Rizzetto.

"This is an important milestone in Pomellato's development," said Sabina Belli, Milan-based CEO of Pomellato, in a statement. "We are very thankful that Davide Costanzo and Gregorio Rizzetto have agreed to partner with us."

Pomellato, known for its contemporary and bold designs, is part of French luxury conglomerate Kering. Its jewelry and gems are sold worldwide.

Adding sparkle

Founded in Milan in 1967, Pomellato made its name with its innovative cuts and colorful gems.

More recently, the brand has made strides toward eco-conscious practices including fair-minded and responsible gold purchasing, alternative materials and traceability of stones.

Costanzo and Rizzetto is a luxury goods and jewelry company based in Valenza, Italy.

Like Pomellato, the brand has gained recognition for its goldsmithing. It employs technology to complement handcrafting.

The two brands claim that by joining forces they will maintain the legacy of "Italian genius" that is famous in craft-making.

"Together, we will embark on a very exciting journey where our combined expertise and future cross-fertilization

will bring our jewelry making one step further," Ms. Belli said.

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