

JEWELRY

Pomellato releases video showing support for female victims of violence

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The new Pomellato Women Against Violence campaign features Xenia Tchoumi. Image credit: Pomellato

By LUXURY DAILY NEWS SERVICE

Milanese jeweler Pomellato, to commemorate the International Day for the Elimination of Violence Against Women Nov. 25, will release a video featuring a host of entertainers, authors and activists showing their support for female victims of abuse.

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The video, entitled "We believe you," under the premise that eliminating violence against women, starts with listening to their stories and taking them seriously.

Everything Pomellato does is centered around women," said Pomellato CEO Sabine Belli in a statement. "So, the most fundamental right of safety is something we need to speak about."

Among those appearing in the video are Italian actor Alessandro Gassmann, online influencer Xenia Tchoumi, French actor, director and singer Nicolas Maury and Ms. Belli.

Pomellato, known for its contemporary design styles popular with celebrities, is part of French luxury conglomerate Kering's portfolio of brands.



Pomellato CEO Sabine Belli. Image credit: Pomellato

Fighting back

Speakers address the viewer directly in the video while relaying some grim statistics.

One in three women has or will be abused in their lifetime, most often by men in their own families.

In fact, 173 are killed by family members daily, while six are killed by men each hour.

Abuse can take a physical, mental and emotional form. Only 40 percent of those women seek help.

Countering these bleak statements are messages of hope, solidarity and support. "We believe you," "you are not alone," "it is not your fault," are among the sentiments repeated throughout the video.

The underlying message is that listening and believing are the first steps toward ending violence.

Still, Pomellato has not shied from taking action.

The brand has supported CAMDI, a women's shelter located in Milan, for a decade.

"I am passionate about supporting women and with this message we want every woman who has been the victim of violence to know that they are not alone, that we listen and we believe them, we encourage them to speak up to break the cycle of violence," Ms. Belli said in the statement.