

JEWELRY

## Pomellato stands up for survivors with International Women's Day initiative

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*Jane Fonda leads a cast of "glass-ceiling breakers" in addressing the growing crisis women face, speaking to equity and survival. Image credit: Pomellato*

By EMILY IRIS DEGN

Milanese jeweler Pomellato is celebrating an empowering global observance by taking action and platforming discussions of female liberation involving famous feminists including American actor and activist Jane Fonda.

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A video release sees a slew of well-known women reveal their own respective battles to achieve equal standing with male colleagues, as well as their views on feminism and independence – Ms. Fonda is joined by Iranian rock climber Nasim Eshqi, Italian volleyball champion Paola Egonu and American actor Joey King for a campaign benefitting survivors of domestic violence.

"Every voice is relevant, every voice in the community has value," said Sabina Belli, CEO of **Pomellato**, Milan.

"This year, as we speak about freedom with the new hero video, Jane is joined by the powerful voices of American actress Joey King who spreads this message to the young generations, Italian volleyball champion and LGBTQ+ rights activist Paola Egonu, and Iranian rock climber and women's rights activist Nasim Eshqi," Ms. Belli said. "We chose these women as they could all share a different perspective on the theme of freedom, which is so vital and current."

Women warriors

This year, Pomellato's International Women's Day excerpt is centered around concepts of freedom, celebrating the strength of women in honor of the observance.

The group of glass-ceiling breakers call attention to the barriers that women around the world still face, offering personal stories that illuminate the ways in which the star's own rights have been threatened over time.

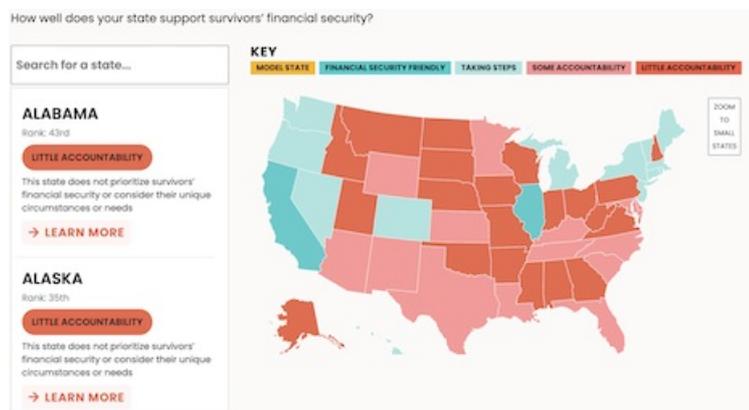
*Taking action, Pomellato announces a charity campaign that benefits the survivors of domestic violence.*

Regardless of their status, their accounts and struggles are relatable. In this way, the narrative unifies audiences around an important cause, raising awareness about the gendered crisis.

In the United States alone, one out of every 4 women faces intimate partner violence, or violence committed domestically by a romantic partner or spouse, with one in 3 women experiencing the condition globally. For trans people that number is even higher, with half of all trans women being domestic abuse survivors.

Lending support, the female-led company plans to keep fighting for equity alongside L.A.-based domestic violence nonprofit **FreeFrom**.

FreeForm shares that, once caught in cycles of abuse, partners often hold financial disenfranchisement over women's heads in a retaliatory manner, preventing full autonomy and long-term safety. The charity works to ensure the stability of survivors, educating the public on the growing crisis.



*With Pomellato's support, the nonprofit sheds a light on how little support survivors of domestic abuse receive in the U.S. alone. Image credit: Pomellato*

Pomellato's monetary support of the charity puts it on the front lines of this fight. Ms. Fonda especially has played a pivotal role, both here and in procuring the state of present-day feminism at large, adding this experience and courage into Pomellato's messaging.

"Over the years women and men have joined Fonda on the Pomellato for Women platform lending their voices," Ms. Sabina said.

"Freedom is under threat in today's world, and women are disproportionately implicated in the fight for freedoms," she said. "For the 6th year in a row, Pomellato is honored to welcome back the godmother of this project Jane Fonda who besides being one of Hollywood's most decorated actresses, is one of the first women who had the courage to stand up for women, [and] one of the original feminists and political activists," Ms. Sabina said.



*Pomellato launched the "Pomellato for Women" platform in 2017, commemorating the company's 50th anniversary. Image credit: Pomellato*

"Her legitimacy and credibility are second to none."

#PomellatoForWomen

Ms. Fonda has been making waves across luxury for a while now, working with brands to push consciousness in various areas.

In 2020, she teamed up with Italian fashion label Gucci to bring to fruition the brand's first sustainable line ([see story](#)). The "Gucci Off The Grid" items promoted gender equality and circularity, and featured genderless pieces made from recycled and repurposed materials.

Due to her reputation, Pomellato has continually supported Ms. Fonda's ventures, praising her activism on several

occasions ([see story](#)).



*Bringing her ecofeminist lens to the table, Ms. Fonda adds depth to the discussion on women's freedom, citing climate action as a means of which to achieve it. Image credit: Pomellato*

Enlisting the actor signals to consumers a sense of social and environmental responsibility, communicating a set of values that young people are especially vocalizing a desire to see from brands. Her involvement in the campaign and equitable efforts behind it position it to be specifically well-received within the rising consumer demographic.

"Jane gifts us with a wealth of wisdom having experienced so much in her life and still being at the forefront, fighting for major issues, from environmentalism to inclusivity," Ms. Sabina said.

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