

JEWELRY

Pomellato names actor Joey King as newest brand ambassador

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Ms. King brings an unyielding support of feminist frameworks to the table, joining forces with the women-led brand. Image courtesy of Pomellato

By LUXURY DAILY NEWS SERVICE

Milanese jeweler **Pomellato** is celebrating the talents of American actor Joey King, presenting her as an ambassador for the brand.

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Emphasizing the authenticity of the existing connection is the fact that the company had already established a relationship with Ms. King, having tapped the 23-year-old for a recent round of Pomellato for Women programming. The accessories authority is once again highlighting Ms. King's trailblazing attitude with its latest announcement.

"I am so happy to be the new face of Pomellato, a brand that is known for supporting women, equality and eco-consciousness," said Ms. King, in a statement.

"With handcrafted jewels by Italian artisans, they are not only exquisite, but steeped with meaning."

Breaking barriers

Ever empowered, Ms. King chose to handpick the jewels she wore for the inaugural campaign.

Opting for the brand's "Iconica" and "Nudo" collections, the gold, silver and bejeweled pieces glitter against the all-black outfits the star wears them with. Imagery arrives courtesy of Italian photographers and brothers Luca and Alessandro Morelli.

"I think jewels are an incredible way of expressing yourself," Ms. King said, in a statement.

The actor and producer takes on a powerful new role as Pomellato's brand ambassador

"From bold pieces to understated beauties and more," she said. "Jewels have the power to show who someone really is!"

Ms. King is known for her work both in front of and behind the camera, as well as for her advocacy, frequently speaking out against sexism. According to Pomellato, this work makes their pick a proud bearer of brand values.



Pomellato has asked Ms. King to speak about gender rights before. Image courtesy of Pomellato

The luxury leader has tapped Ms. King in the past for discussions of feminism and her struggle for gender freedom, where she starred alongside fellow American actor and activist Jane Fonda, as the duo spoke about their shared battles and hopeful outlooks ([see story](#)). Pomellato ambassadors are not only representatives of the brand but of its feminist efforts.

Ms. King's individual activism aligns with her appointment.

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