

JEWELRY

## Pomellato opens luxury pop-up in Harrods

June 23, 2023



Guests can view popular collections, showcases of craftsmanship and more through July 19, 2023. Image credit: Pomellato

By LUXURY DAILY NEWS SERVICE

Milanese jeweler **Pomellato** is celebrating a fresh shopping space in the United Kingdom.

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The maison's newest pop-up is now open at London-based retailer Harrods. Guests can view popular collections, showcases of Pomellato craftsmanship and designs created exclusively for the immersive concept through July 19, 2023.

From Milan to Harrods

The luxury pop-up is a hands-on experience for Harrods shoppers and fans of the jeweler alike.

Visitors can find the miniature shop on the ground floor of the department store, located in the Exhibition Windows spot. Featuring five displays that offer close-up looks at Pomellato techniques and styles, the space's engagement factor is especially high.

*Pomellato High Jewelry, Nudo collection items and more are arranged throughout the shop*

The pop-up is comprised of three vibrant rooms, taking guests on a journey through the brand's ethos, history and of course, products.

Pomellato's goldsmithing heritage is included in the Atelier room, set up like an in-house workshop, complete with raw materials. The section also delves into the savoir-faire that defines the Nudo collection's design.

Galleria is home to even more collections, while Theatre is informed by the opulence at play at the Teatro alla Scala, Milan's opera house.

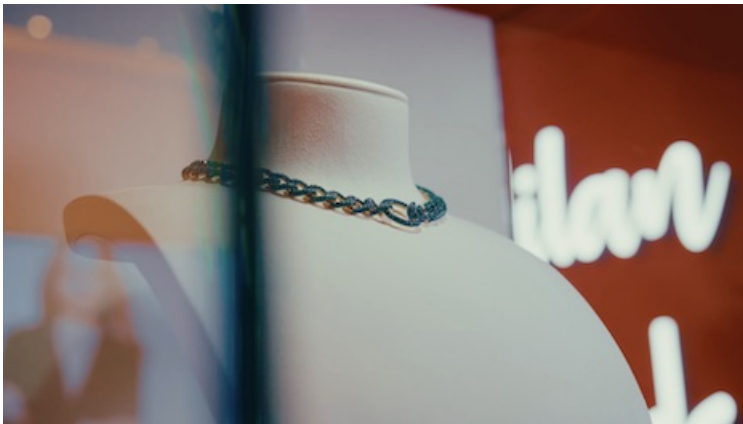


*The pop-up's enclaves vary in theme, though precious metals and stones, illuminating screens and playful hues are unifiers. Image credit: Pomellato*

This final room brings the birthplace of Pomellato to London, uniting the two historic cities with jewels and an embrace of modern marketplaces digital screens cast swirling images of gems and brand visuals amidst the physical designs, glittering in the blue light. This is where the High Jewelry is kept.

Pomellato's one-of-a-kind Catene capsule is also available for purchase here.

A modern take on the gourmet chain, a plaited metalwork style, the emerald pav creations were made specifically for the temporary boutique. The selection is exclusive to the Harrods Jewellery Hall.



*The Catene collection by Pomellato is a new Harrods-exclusive. Image credit: Pomellato*

Harrods clientele in Knightsbridge is no stranger to Milanese luxury. Italian fashion brand Prada opened an in-store specialty cafe back in April 2023 at the U.K. retailer ([see store](#)).

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