

JEWELRY

# Pomellato rings in International Women's Day with annual programming

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*Pointing out that harm done to one gender affects everyone, the 2024 video enlists the voices of both male and female figures. Image credit: Pomellato*

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By LUXURY DAILY NEWS SERVICE

Milanese jeweler Pomellato is teaming up with “social sentinels” to mark a yearly observance.

In its seventh International Women’s Day video, the maison is standing up against domestic violence with the help of American actress and activist Jane Fonda, a longstanding brand ambassador, alongside a diverse cast of women’s and human rights advocates. Additionally, Pomellato is donating to three organizations that are working to improve the lives of female citizens around the world.

“Violence against women and girls is a human rights violation,” said Sabina Belli, CEO of **Pomellato**, in a statement.

“It is a crime,” Ms. Belli said. “Everyone has a role to play as a social sentinel,’ in order to break the silence, to believe women, and to foster changes in our society.”

## **Forging ahead with feminism**

According to Pomellato, one third of women are personally affected by violence, often carried out by a man they are romantically involved with or a family member.

### *Lucy Hale for Pomellato for Women 2024*

Started in 2017, the Pomellato For Women initiative aims to combat this.

Operating with the mindset that the harm done to one gender affects everyone, the 2024 video enlists the voices of both male and female figures.

Aside from Ms. Fonda, featured are: Italian lawyer Lucia Annibali, Senegalese-Italian model Amina Seck, American actress Lucy Hale, French author and director Andra Bescond, Italian magistrate Fabio Roia, Indian humanitarian Kulsum Shadab Wahab, American actor Jesse Williams and Italian swimmer Gregorio Paltrinieri.

Together, this group denounces the abuse of women. Speaking to the root problems that spark aggression against the sex, the different talents dig into solutions.

"It starts by how we educate our boys and girls but our boys we have to raise them to be full human beings, to understand that to be a man means to have deep emotions, to be kind, to listen to what the other person says, to pay attention, to have empathy, to show emotion," said Ms. Fonda, in a statement.

Each of these well-known faces are involved in some form of activism, whether it is humanitarian work or speaking up for marginalized groups. Some of them, such as Ms. Seck and Ms. Bescond, are even survivors of domestic violence themselves.

To continue the platform's mission of female empowerment and positive change ([see story](#)), Pomellato is donating to Milan domestic violence center Casa di Accoglienza delle Donne Maltrattate (CADMI), which offers shelter to women who have survived abuse.

Pomellato is also contributing to Ms. Wahab's Hothur Foundation, which provides aid to differently abled and underprivileged communities. Infrastructure, medicine, counseling and education is provided.

*Pomellato presents the 2024 International Women's Day video*

For women experiencing intimate partner violence, their top obstacle in the way of safety is often financial security. To tackle this, the label is supporting parent company Kering Foundation's Los Angeles-based partner FreeFrom, which helps survivors establish long-term funding frameworks.

"Believing the victims of violence, I think that's one of the most important things we can do," said Ms. Hale, in a statement.

"We have seen progress, and it's up to us to not stop," she said. "We have to keep going, we have to keep fighting this fight."