

RETAIL

Pomellato debuts new design concept on Rodeo Drive

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The updated interior design concept will serve as a template for future retail openings from the brand. Image courtesy of John Daniel Powers

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Milanese jeweler Pomellato is unveiling a new retail location.

Now carrying its signature Nudo, Iconica, Catene and High Jewelry collections, the brand is announcing the opening of a store at 445 Rodeo Drive. The LEED Platinum-certified boutique features the maison's refreshed "Golden Eclectic" design concept, which makes its worldwide debut at the Los Angeles boutique.

"This new retail concept represents more than a store design it's an expression of Pomellato's contemporary spirit," said Sabina Belli, CEO of **Pomellato**, in a statement.

"We've created a space that honors our Milanese roots while embracing the cosmopolitan nature of our clientele," Ms. Belli said. "Every detail, from the hand-painted silk wallcoverings to the hand-cast facade tiles, to our signature door handle that recalls the Iconica ring, reflects our commitment to craftsmanship and our belief that luxury should be both innovative and deeply personal.

"Each artisan has contributed not just their skill, but their passion and heritage, creating a boutique that is itself a work of art."

Elevated approach

Guests are welcomed by a towering facade forged from custom, white concrete blocks, each of which took 72 hours to craft by hand.

The space is designed to resemble the look of American architectural landmarks, including Chicago's Wrigley Building and New York's Helmsley Building.

Once inside, Pomellato's signature shade of Montenapoleone Red shares the floor with bursts of pink across decorative embroidered paneling and hand-painted silk wallpaper. Other details also ode to the jeweler's homeland, with marble flooring procured from Northern Italy and multiple Murano glass sculptures appearing throughout the store.



The photography of Italian artist Nicol Quirico adorns the walls of the new retail destination. Image courtesy of John Daniel Powers

The “Golden Eclectic” expression is said to combine contemporary Italian craftsmanship with inspirations from Hollywood’s golden age, which spanned from the 1920s to the 1960s, through maximalist architectural and decorative detailing. Pomellato soft-launched the Rodeo Drive flagship on Sept. 27.

“The new Pomellato store concept is a tribute to our brand, expressed in a contemporary style where past and present seamlessly merge,” said Davide Caprioli, head of store design and construction at Pomellato, in a statement.

“We’ve created a delicate, hushed environment where our jewelry’s stories can truly be heard stories of design, precious materials and masterful craftsmanship, all in unmistakable Milanese style.”

Other luxury names are highlighting American architectural design as part of new retail storefronts ([see story](#)).