

WATCHES AND JEWELRY

Pomellato launches International Women's Day 2026 initiative

March 6, 2026



The group is making a statement on an often unspoken form of gendered violence. Image courtesy of Pomellato

By ZACH JAMES

Milanese jeweler Pomellato is continuing a long-running, annual social initiative.

Ahead of International Women's Day on March 8, the maison is unveiling its annual holiday messaging. This year, as a part of the Pomellato for Women program, the company is placing a spotlight on economic abuse and its impacts on madames around the world through a new film featuring brand ambassadors, athletes, industry figures and other prominent cultural allies.

"Economic violence is invisible, but its impact is devastating," said Sabina Belli, CEO of Pomellato, in a statement.

"When a woman loses her economic freedom, she loses the power to choose her own life," Ms. Belli said. "Financial independence is dignity. It is the foundation of true freedom."

Taking a stand

Pomellato's ninth International Women's Day campaign is titled "The Price Of Freedom."

The brand's latest annual release features American actresses Jane Fonda, Kerry Washington and Michelle Monaghan, German model and entrepreneur Sara Nuru, Cuban athlete Andy Daz, French businesswoman Anglique Grard, Italian actresses Isabella Ferrari and Benedetta Porcaroli, American model Amelia Gray, Japanese volleyball player Mayu Ishikawa, Spanish actor Paco Len and Ms. Belli. The group of 12 influential figures speaks on the prevalent issue of economic abuse.

Pomellato presents "The Price Of Freedom"

Ms. Monaghan is the first to use her voice in the video, with every other talent following suit. The film follows a choral format, with the collective completing each other's sentences as sequences cut between multiple participants, who together uplift awareness of how financial constraints place publicly invisible control over women.

Economic abuse, while lacking a physical component, is a form of violence that removes autonomy from relationships, requiring that the woman be dependent on her partner. To identify these overarching signs of economic abuse, the jeweler commissioned research from the Italian university SDA Bocconi School of Management.

In turn, Pomellato and its representatives position financial monitoring or restriction, exploitation of women's income and sabotage of personal work and time as the core tenets of the prevalent behavior in the film. Together, the voices speak on how

economic support can lead to full dependence, how supposed care transforms into full control, as well as stating that financial constraints make other forms of abuse much more difficult to escape.



According to American nonprofit National Network to End Domestic Violence, economic abuse occurs in 99 percent of domestic violence cases. Image courtesy of Pomellato

To further its goal of raising awareness, the maison is also continuing its ongoing partnerships with Casa di Accoglienza delle Donne Maltrattate, which is Milan's first anti-violence center for women, and the Los Angeles-based not-for-profit organization FreeFrom. The latter institution seeks to provide long-term financial security to domestic violence survivors.

Powerful messaging

Pomellato for Women has been active since 2017, its launch coinciding with the 50th anniversary of the maison.

In the following years, the group has sought to uplift women on a global scale, enlisting an international collective of influential voices to front the initiative, with Ms. Fonda being one of the leading figures since launch. Diversity, internal strength and advocacy have defined the program's actions over the past decade.



The initiative has also crossed over with several charitable organizations, supporting survivors and underserved communities. Image courtesy of Pomellato

Pomellato has been kicking the campaign back into high gear in the past several weeks, with its newly opened Rodeo Drive flagship hosting an event showcasing the accomplishments of Pomellato for Women and its spokespersons last month ([see story](#)).

Other luxury brands are also active in supporting women's issues, with Italian automaker Lamborghini ([see story](#)) and French luxury conglomerate Kering ([see story](#)) launching tailored events and research, respectively, late last year.

France's YSL Beauty has been one of the most outspoken high-end labels in this regard, with International Women's Day serving as the starting point for its annual Abuse is Not Love programming, which spreads awareness of intimate partner violence. The 2026 edition has not yet launched.