

JEWELRY

Pomellato takes on industry giants with first high jewelry collection

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The La Gioia di Pomellato collection is the brand's first high jewelry line. Image courtesy of Pomellato

By DIANNA DILWORTH

Italian brand Pomellato, known for its whimsical designs and beloved by Hollywood stars, has debuted a new high jewelry collection, undaunted by the timing and optimistic of the potential to crack new markets.

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The introduction of this new line pits the Kering-owned brand against the likes of Bulgari, Van Cleef & Arpels, Cartier, Graff, Chaumet, Boucheron and Tiffany & Co.

"At a time where most established, historical high jewelers are ensconced in their traditions and pursuing the same clients, it is interesting to see new challengers entering this close circle that, honestly, smells of naphthalene mothballs," said Katia Graytok, principal at Kaleidoscope, Lifestyle & Luxury, New York.

"Bringing in new fresh, colorful designs with semi-precious stones and pave diamonds still carefully handcrafted and executed in limited series is the right way to challenge the status quo," she said.

"The world is experiencing societal upheaval. New generations are no longer tethered to the long-established norms. Younger women want to wear high jewelry on an everyday basis, which sounds like an oxymoron, but is really not. What good is it to own a piece of high jewelry that sits in a safe 364 days a year?"



Sabina Belli is CEO of Pomellato. Image courtesy of Pomellato

La Gioia di Pomellato collection

The La Gioia di Pomellato collection is a high-end take on the brand's iconic colorful look and created pieces that would be at home on the red carpet or the runway.

"In a way I like to say that we have always done high jewelry collections," said Sabina Belli, CEO of Pomellato, Milan. "Having 100 goldsmith artisans here at Casa Pomellato hand-crafting all our jewels by hand every day, I think that all our collections are high jewelry. This is a very Italian approach. We don't like to make a distinction between what we use for special occasions and what we wear every day. Every day is a special occasion.

"So we can say that La Gioia di Pomellato is a tribute to our iconic collections expressed in a new way, without restrictions and with more creative freedom," she said.

Like other jewelry brands, the new line is aimed at women. But this specific line aims to appeal to the senses.

"To all women who appreciate beauty and see it in the sensual volumes of the Pomellato design and in the mesmerizing colors of unconventional gems," Ms. Bellini said.

The design of the collection is inspired by creativity and freedom at a time when consumers are feeling more confined to their location. The whimsy offers consumers an escape.

"La Gioia di Pomellato is inspired by the brand's iconic aesthetic codes explored with creative freedom," Ms. Bellini said.

"With La Gioia we wanted to celebrate our story," she said. "Precious gems are transformed into joyful jewels where unusual combinations of colors, sensual golden volumes, our masterful irregular pave and love for chains are magnified. One hundred and sixty-five jewels of iconic style and masterful savoir-faire."

The look accents the brand's history and even in going for a high jewelry line, Pomellato is staying true to its roots.

"I think they are keeping with the DNA of the brand and, as such, do not try to imitate the likes of Cartier and Van Cleef," Ms. Graytok said. "Their inspiration is clearly baroque Italian and as colorful as the Bulgari of yore."



Necklace and earrings are part of the new La Gioia di Pomellato collection. Image courtesy of Pomellato

Loyalty marketing

COVID-19 has turned up online ordering and brands such as Pomellato have increased virtual shopping events and digital experiences.

To promote the new line, the brand is reaching out to its loyal customers to book remote one-on-one appointments and to offer previews of the La Gioia di Pomellato collection.

Pomellato has created a fully equipped chat room at its HQ where Ms. Bellini, creative director Vincenzo Castaldo and the line's artisans can connect with clients all over the world to unveil the pieces via video calls.

"So, clients get to really connect with what's behind the scenes," Ms. Bellini said. "Where we can, in all safety, we organize one-on-one appointments in store for Italian aperitivo or breakfast so clients can actually see the pieces.

"From a certain point of view, on one side we are social distancing, but on the other side we are reducing the distances between the headquarters and the clients, becoming closer and with less filters," she said.

This sales model will increase the feeling of uniqueness and luxury service that consumers often seek in a luxury purchase.

"It should be expected that Pomellato limits the distribution of its first high jewelry collection in its own network," Ms. Graytok said.

"As soon as this pandemic is behind us and the world experiences a new decade similar to the Roaring Twenties when people were celebrating with abandon, I would expect the line to be seen in numerous red carpet events," she said.

"In the meantime, digital outreach to the new digital customers is hopefully in their plans."

In the meantime, Pomellato is banking on loyal fans to support the new look.

"More than ever today, we all value relationships and connections," Ms. Bellini said. "And through technology we are learning new modalities to approach and be close to our clients."