

# Pomellato

MILANO 1967

## “POMELLATO, LE JOAILLIER RÉVOLUTIONNAIRE”

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The first exhibition in Paris celebrating the revolutions of the Milanese jeweler in style, craftsmanship, color, image, and women

Paris, June 23, 2026 — Pomellato presents its first exhibition in Paris at the Palais de Tokyo, an homage to the Maison’s singular role in redefining what jewelry can be: freer, bolder, more joyful, and intimately connected to the lives of women. Curated by Alba Cappellieri, Head of Jewelry Design at Politecnico di Milano, “*Pomellato, Le Joaillier Révolutionnaire*” traces a constellation of revolutions of style, craftsmanship, color, image, and women, through the creative codes that have shaped Pomellato since its founding in Milan in 1967.

Even the name is a declaration. “Pomellato” is the Italian word for a horse with a rare, dappled coat, a nod to founder Pino Rabolini’s passion for horses, and to the advice he received from his father to “*bet on the winning horse*” when he decided to start his own company. Rabolini chose the most distinctive horse: a symbol of movement, innate elegance, and harmonious strength, qualities that would come to define the Maison’s character.

*“Pomellato was born in an era of profound transformation. Across society, culture, and the arts, a new consciousness was emerging, one in which women claimed greater freedom, independence, and visibility”,* remarks Sabina Belli, CEO of Pomellato Group. *“In the creative fervor that powered Italian prêt-à-porter and the international rise of Milanese design, Pomellato pioneered an equally transformative vision of jewelry: refined, sensual, and unmistakably contemporary. This beautifully curated exhibition celebrates the Maison’s avant-garde approach to creative design, craftsmanship, femininity and image-making.”*

The first jewelry Maison to entrust its campaigns to the great masters of photography, Pomellato opened a new dialogue between jewelry and fashion, redefining how femininity could be portrayed. The exhibition presents the work of leading photographers who forged Pomellato’s visual language: Gian Paolo Barbieri, Helmut Newton, Albert Watson, Horst P. Horst, Snowdon, Javier Vallhonrat, and Michel Comte and, for the first time, features images by Herb Ritts within the story that traces the Maison’s evolving vision of the Pomellato woman, decade after decade.



Photo by Gian Paolo Barbieri  
Pomellato advertising, Milano, 1971

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*"In the 1960s, the world of jewellery was deeply traditional, both in its aesthetic language and in its symbolic meanings. Pomellato broke with convention, transforming forms, materials, techniques, behaviours and the social symbolism. The exhibition is devoted to these revolutions and to the photographers' discerning eyes that so masterfully captured and narrated them",* adds curator Alba Cappellieri.

To each of Pomellato's revolutions, the exhibition dedicates a section, an immersive journey through the Maison's imagery and heritage and contemporary collections.

## The Revolution of Image

In the Seventies, Pomellato's imagery captured an experimental spirit, when boundaries between the arts dissolved and street style entered the visual vocabulary of luxury, including the visionary work of **Gian Paolo Barbieri**. Through his lens, rigorous composition meets a distinctly Milanese sensuality, portraying a feminine presence where atmosphere and storytelling are as essential as the jewel itself.

In the Eighties, Pomellato's image revolution reached bold maturity. **Helmut Newton's** authoritative black-and-white lens delivered a radical shift: campaigns that read like visual manifestos, women as protagonists, jewelry as a declaration, and advertising transformed into art. Sculpting an intense, unapologetically free femininity, and turning Pomellato jewels into symbols of contemporary desire.



Helmut Newton, Pomellato, Paris, 1982.  
Copyright Helmut Newton Foundation / Trunk Archive

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1992, Snowdon / Trunk Archive

The exhibition then unfolds as a gallery-like sequence of iconic photographers who shaped Pomellato's visual identity in the Nineties. **Albert Watson** and **Horst P. Horst** translate the Maison's understated refinement into a coherent vision of a real woman: confident, self-possessed, and fully assured of her allure. **Herb Ritts** brings his signature, sculptural chiaroscuro, revealing the polished surfaces of Pomellato jewelry in a language of skin, shadow, and light. The story continues with **Snowdon's** sensual portraits, **Javier Vallhonrat's** boundary-pushing imagery, and **Michel Comte's** gaze, poised between reportage and fashion, capturing charismatic women who embodied the decade's growing drive for independence.

Together, these campaigns form a singular visual heritage: an archive where jewelry, fashion culture, and auteur photography converge into artworks created to endure.

*"I have always admired Pomellato's bold and forward thinking decision to entrust the narrative of its jewelry to the greatest masters of photography. Their creative vision, over the years, has captured the brand's unmistakable identity through images that remain timeless and indelible",* remarks Vincenzo Castaldo, Creative Director of Pomellato.

## The Revolution of Craftsmanship: Iconic Chains

Pomellato's first revolution is written link by link. The Maison transformed the chain, once purely functional, into a creative project and a signature of high craftsmanship. Supple, tactile, and sculptural, Pomellato chains embody a dialogue between time-honored goldsmithing traditions and contemporary inspiration, shaped and polished by hand until gold moves with fluidity on the skin.

From the *Gourmette* and *Boule* to later interpretations spanning a rich vocabulary of links like *Catene* and *Iconica*, Pomellato's chains chart an evolution of form, volume, and sensual wearability. They celebrate Italian artisanal mastery while expressing values at the heart of the brand: freedom, authenticity, and a modern femininity beyond stereotypes.

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## The Revolution of Style: Sculptural Volumes

Rather than retreating into tradition, Pomellato has developed a disruptive new style, reinterpreting goldsmithing heritage through a contemporary sensibility. The Maison's generous volumes, soft silhouettes, and tactile surfaces are conceived as wearable sculptures: bold yet refined, crafted entirely by hand to invite touch and movement.

From the *Gemelle* necklaces of the Seventies to the latest *Pentagoni* collection, Pomellato's volumes express a deeply Milanese idea of elegance, effortless in appearance, masterful in execution, where comfort, sensuality, and design intelligence are inseparable.

## The Revolution of Color: Audacious Gems

Pomellato is color, pioneering the "Free Gems" philosophy, challenging the traditional hierarchy of stones and embracing an unconventional palette. In the Maison's universe, color becomes an emotional language expressed through unexpected combinations, daring contrasts, and luscious shapes that make it feel generous, vibrant, alive. Innovative cuts, first among them *Nudo*, bring gems to life, while emblematic cabochons like *Griffe* and *Mora* lift the stone, open it to light, and let it breathe on the skin. The result is a new chromatic attitude through nuance, intensity, and surprise.

From heritage creations such as *Bisanzio* and *Mosaico* to icons including *Nudo* and *Gemme Superlative*, this vision runs through Pomellato's history and finds its pinnacle in High Jewelry, where meticulous selection and bold composition turn gemstones into expressions of mood, character, and pleasure.

## The Empowering Revolution: Pomellato for Women

Woven throughout the exhibition is Pomellato's most enduring revolution: its dedication to women. From the beginning, Pomellato has created jewels conceived for women who choose for themselves, jewels that accompany independence, celebrate desire, and mark personal achievements. In this perspective, femininity is inclusive, powerful, and self-defined.

That commitment continues today through **Pomellato for Women**, the Maison's communication and advocacy platform founded in 2017 for its 50<sup>th</sup> anniversary, to raise awareness, give voice, and drive change around gender equality, engaging with the urgent challenges of our time, starting with the fight against gender-based violence. The portraits in the exhibition not only honor some of the faces who have lent their presence to the Pomellato for Women project; they also preserve the legacy of the many women whose stories and spirit have inspired Pomellato since the very beginning.

The exhibition opens with an exclusive private viewing on June 23, 2026 in Paris. On this occasion, Pomellato will also unveil its latest High Jewelry collection, **Pomellato Stile Libero** - a new chapter in the Maison's creative audacity and artisanal excellence.

## EXHIBITION INFORMATION

From June 24 to July 20, 2026

Palais de Tokyo

Free entry with reservation from June 1, 2026 at [pomellato.com](https://pomellato.com)

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Established in Milan in 1967, Pomellato is renowned for its unique design, colorful gemstones, and elegant yet unconventional style. Each jewel is crafted by the hands of over 150 highly skilled artisans at Casa Pomellato's Milan headquarters, combining the finest craftsmanship with a contemporary soul. As part of its commitment to a more eco-conscious future, Pomellato has achieved 100% responsible gold purchasing, invests in the traceability of colored stones and diamonds, and collaborates with a Milan-based goldsmith's school to safeguard the excellence of this craft. Through its Pomellato for Women platform, the Maison champions female empowerment by advocating for and supporting women's strength, independence, and rights. Pomellato is part of Kering, a global luxury group, managing the development of a series of renowned houses in Fashion, Leather goods and Jewelry.