

NET-A-PORTER.COM



## POMELLATO PARTNERS WITH NET-A-PORTER.COM IN E-COMMERCE DEAL

This November, luxury fine jewellery brand Pomellato will enter an e-commerce partnership with NET-A-PORTER.COM. This is the first time the renowned Italian brand has sold to a luxury global online retailer, aside from their standalone stores and own brand e-commerce site.

NET-A-PORTER will launch 33 styles from Pomellato's iconic Nudo collection, comprising the unmistakable watercolour palette of seven colour combinations; amethyst, blue topaz, prasiolite, madeira quartz, rose de France, white topaz and lemon quartz. The assortment will span rings, necklaces and earrings in rose gold and white gold variations, with and without diamonds.

"We are thrilled that Pomellato are expanding their e-commerce presence with NET-A-PORTER.COM. To be partnering with one of Italy's most established fine jewellery houses on this long term project is an honour and the collection signifies just how far our fine jewellery category has grown. The Nudo collection has been an iconic design in the fine jewellery category for over a decade; the classic, modern and timeless design is one that is sure to resonate with the NET-A-PORTER customer."

**Sophie Quay, Fine Jewellery Buyer, NET-A-PORTER.COM**

"NET-A-PORTER is for sure the pinnacle for fashion, hype and luxury with a twist, for all those stylish, independent, strong women that mirror the Pomellato values and creativity. We are honoured to be partners with NET-A-PORTER."

**Sabina Belli, MD, POMELLATO**

Prices range from £1,150 to £4,260. The collection will launch on Wednesday, November 18<sup>th</sup> on NET-A-PORTER.COM. Customers will be able to sign up to a waiting list ahead of the launch from 9am GMT on Monday, November 16<sup>th</sup>.

For further information, please contact:

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### ABOUT NET-A-PORTER.COM

NET-A-PORTER.COM launched in June 2000 and has since established itself as the world's premier online luxury fashion destination. A pioneer of innovation; NET-A-PORTER speaks to a global monthly audience of 6 million female luxury consumers, fans and followers via the weekly shoppable digital magazine THE EDIT, powered by NET-A-PORTER.COM, and PORTER Magazine, the game-changing luxury fashion magazine powered by NET-A-PORTER.COM that combines the intimacy of print with a state-of-the-art digital shopping experience and THE NET SET, the world's first shoppable social media platform powered by NET-A-PORTER.COM. NET-A-PORTER is presented in the style of a fashion magazine, is renowned for its unparalleled edit comprising more than 300 of the world's most coveted designer brands, including Saint Laurent, Isabel Marant, Alexander McQueen, Givenchy, Valentino, Dolce & Gabbana, Gucci and Stella McCartney, over 150 specialist beauty brands within NET-A-PORTER. NET-A-PORTER champions unparalleled customer service – offering express worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next-day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that are available 24/7, 365 days a year. [www.net-a-porter.com](http://www.net-a-porter.com)

### ABOUT POMELLATO

Synonymous with creativity and character on the international jewellery scene, Pomellato was established in Milan in 1967 and was the first to introduce the prêt-à-porter philosophy to the world of jewellery. Pomellato collections broke the mold of traditional jewellery creating a distinctive style for unconventional, contemporary women. Handcrafted by expert goldsmiths, the creations are unique in their blend of colourful stones, stone cutting and setting methods and have built a consistent, iconic style over time. Today Pomellato is an international brand with over 50 flagship boutiques and corners around the world. For more information on Pomellato, please visit [www.pomellato.com](http://www.pomellato.com). Pomellato is part of the Kering Group, a world leader in apparel and accessories which develops an ensemble of powerful Luxury and Sport & Lifestyle brands.