

## BUSINESS

# Pomellato Opens New Rodeo Drive Flagship



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● The Italian jeweler unveils a relocated Beverly Hills flagship with a fresh design concept.

BY RYMA CHIKHOUNE

**Pomellato has unveiled** the opening of a new Rodeo Drive boutique, debuting a fresh retail concept.

The flagship, at 445 Rodeo Drive, marks a relocation within Beverly Hills for the Italian fine jeweler, founded in Milan in

1967 by Pino Rabolini and part of the French luxury group Kering since 2013. Pomellato currently operates three other U.S. boutiques, in Chicago, Miami and New York, and more than 70 globally.

"Having Rodeo Drive as our first temple with this very unique concept makes a lot of sense because Hollywood, and more in general L.A., are places of artistic expression, dare and utmost creativity," Pomellato's chief executive officer Sabina Belli said in a statement to WWD. "The

new boutique is unique in every way. It reinterprets in an extra refined and precious way the design codes from the '60s that marked both the success of Milanese and Italian design in the world but also the birth of Pomellato."

Conceived by Pomellato's in-house architecture team in Milan, the boutique showcases hand-cast porcelain tiles by Fornace S. Anselmo, hand-painted and embroidered silk wallcoverings by Misha Milano, a bespoke pink-marble

composition by Fantini Mosaici and sculptural Murano lighting by 6:AM Glassworks.

"Strategically, it brings the maison's defining traits to life – craftsmanship, color, unconventional design and femininity – within a LEED Platinum-certified environment," Belli went on. "It is a physical manifesto of Pomellato today: Milanese by soul, global by attitude."

The Beverly Hills flagship features Pomellato's Nudo, Iconica, Catene and Pomellato Together collections, alongside a curated selection of high jewelry and the Monili collection, which was developed in collaboration with Gucci.

"For the Rodeo Drive opening, three precious additions of Monili will be presented exclusively to the public," Belli said. "Three necklaces crafted with precious leather, gold and diamonds – two of which feature a central gemstone, one with pink tourmaline and the other with rubellite."

The new boutique will serve as the design blueprint for future stores worldwide. Upcoming openings include Miami's Bal Harbour and Shanghai's Plaza 66, with additional updates planned across Europe and Asia, according to Belli.

"Materials, color and artisan interventions will be calibrated to each city – maintaining our Milanese DNA while dialoguing with local culture – so every boutique feels uniquely Pomellato and uniquely of its place," Belli added.

Colorado Convention Center photograph by Peter Verri