

Pomellato



FANTINA: HARNESSING THE POWER OF DESIGN
MARCH 2020

Pomellato reveals FANTINA, a brand-new gold jewellery collection with a contemporary soul that confirms the Milanese jeweller's design and goldsmithing skills.

Elegantly audacious, the FANTINA collection of gold jewels takes Pomellato to new frontiers of excellence in design. Stripped back to a refined simplicity, the FANTINA strikes a bold stance, full of character and purpose. FANTINA will appeal to today's amazons, those independent women who make their own destiny, untamed by convention, who value style with an original character.

Exploring the origins of the Pomellato name, the collection is inspired by the founder Pino Rabolini, the son and grandson of goldsmiths, whose family told when he said he wanted to ride his own destiny: 'make sure you pick a winning horse.' Pino Rabolini did some research and discovered that dappled horses were the most majestic, so he chose Pomellato, the Italian for 'dappled' as the name for his new venture. Indeed, the House's first logo was the stamp of a horse's head.

Taking up the theme, FANTINA is Italian for a female jockey. And who better to launch the campaign than Princess Matilde Borromeo who so thoroughly embodies the spirit of FANTINA? The embodiment of a modern amazon, fiercely independent, she is an accomplished horse rider, horse breeder, entrepreneur and a scion of the most prominent and emblematic Milanese family.

While the sinuous, gold jewels evoke the equestrian universe, the abstract forms are infused with the minimalism of Milanese architecture. A symbolic shape of mid-century classic Milan, as can be found in the curving, organic sweep of Luigi Caccia Dominioni's 1967 stairs for the Milan Filodrammatici Theatre. The supple shapes echo masterpieces such as the collection comprises bangles, a ring, earrings and a pendant in rose gold, with more luxurious versions set with diamonds as well as a white gold diamond version. True to the sophisticated design ethos of FANTINA, the diamonds are skilfully set on the inside curves of the jewels to highlight the swooping architectural forms.

The largest piece is the bangle, which is a perfectly honed sculpture in its own right. With a gold ellipse at its centre, the finely tapered bangle encircles the wrist, with the articulated opening barely visible to the naked eye, offering the sensation of a seamless stream of gold. An open-style ring is made from a smooth coil of gold and can be worn on any finger or, as twist, as a traditional pinkie or signet ring. The pendant can be worn in two ways, with both ellipses nestled one inside the other or by re-attaching the chain to form a double drop pendant. The hoop earrings twist to catch the light, a modern take on a classic everyday jewel.

Free-spirited women who write their own rules will make FANTINA their signature jewel.



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