



Pomellato

Press Review

STAR STUDDED USA TAKEOVER

Chiara Ferragni, Salma Hayek, Ava DuVernay, and Ashley Graham shine in Pomellato Jewels.

Chiara graced Harper's Bazaar in a four page brand story glowing in Nudo & Iconica.

Salma & Ava dominated the covers of Town & Country in classic Iconica and new Nudo.

Ashley Graham mastered Tango's voluptuous golden curves on a full page in Elle.

Enjoy the press review!

Press Review
week of May 22nd



AGELESS STYLE

BLONDE AMBITION

Social media wunderkind and Pomellato for Women ambassador

Chiara Ferragni preaches a very millennial message of self-empowerment. By Alison S. Cohn

A VISION IN FLUTTERY PINK DIOR, Chiara Ferragni wafts through Milan's glass-domed Galleria Vittorio Emanuele II shopping arcade like a character in a Fellini film. Today Ferragni is shooting for *Bazaar*, and she's all smiles for the camera. Teenagers in velvet puffer coats swarm around Italy's most famous influencer like moths to a social media flame, reflexively extending their arms into the universal selfie pose. "Chiara! Chiara!" they scream, as they frantically adjust their positioning to catch her in the background of their photos. "I think we got it," Ferragni says to our camera crew, turning decisively on her heel as two burly security guards swoop in to escort her through a secret passageway to escape the verklempt fans slowly closing in on her.

Graciously enduring mass hysteria is all in a day's work for the OG of fashion bloggers, who is accustomed to sharing every minute of her glam-packed life with more than 16 million Instagram followers (to put her reach in perspective, Man Repeller has a following of 2.1 million, and Bryanboy is just shy of 700,000). In September, she's poised to become even more of a household name when Italian director Elisa Amoruso's documentary about her hits theaters. The film charts the meteoric rise of this dentist's daughter from the bedroom community of Cremona, Italy, to number one in the fashion category on the 2017 *Forbes* Top Influencers list. Ferragni was also recently tapped to be an ambassador of Pomellato for Women, the Milanese jewelry brand's campaign celebrating female leadership.



"Chiara's drive and resilience are remarkable," says Pomellato CEO Sabina Belli. "She invented a job that didn't exist, and her message is powerful: It is up to each of us to break the glass ceiling to live the life that we imagine." The 31-year-old new mother is happy to return the compliment. "Pomellato's values really resonate with me," says Ferragni, whose son, Leo, just turned one. "I believe it's possible to be both a boss and a mom—just keep working toward everything you dreamed you'd do."

Of course, Ferragni's free designer clothes and front-row seats didn't manifest themselves immediately. In 2009, when she first began posting #ootd photos on her blog, the Blonde Salad, she was still a college student studying international law. Those early looks—a strategic mix of designer handbags, vintage finds, and Zara—captivated fans, who followed her to Instagram in 2012. In 2013, she par-

layed her loyal base into a cash cow by developing a namesake fashion line. As her audience continued to grow, she negotiated endorsement deals with a select group of luxury labels, which not only paid her handsomely for sponsored posts but also helped further elevate the profile of the Chiara Ferragni Collection by association. In 2015, Harvard Business School published a case study on her entrepreneurial success. Ferragni's brand, which has an emoji-like winking eye as its signature motif, is now carried in more than 400 stores, including flagships in Milan, Paris, and Shanghai, and generates \$25 million in annual revenue. ➤

Photographs by Tyler Joe

Pattern play. Above: Fendi coat, scarf, \$190, bag, \$2,790, and boots, \$990. fendi.com. Pomellato earrings, bracelets, and rings, pomellato.com. Opposite page: Dior dress and boots. 800-929-DIOR. Pomellato earrings, necklace, and bracelets. pomellato.com.





AGELESS STYLE

"The secret to social media is not thinking about it too much," says Ferragni, who usually adds four to six photos to her main Feed daily, more than most people post on Stories. For Ferragni, every moment is a shareable one—not to mention a potential product placement opportunity. Although a fair amount of her content is sponsored, much of it isn't. From romantic dinners with her Italian rapper husband, Fedez, to playground trips with their son, nothing is off-limits.

The couple's nuptials in Sicily last year earned a cool \$36 million in Media Impact Value for sponsor brands, according to the data analytics firm Launchmetrics. The highly Instagrammable, three-day extravaganza included a performance by the groom—a social media heavyweight in his own right, with 7.6 million followers—fireworks, a Ferris wheel, and a hashtag (#TheFerragnez). In terms of placements, the biggest winners were Dior (which provided two couture gowns for the big day—one embroidered with lyrics from "Favorisca I Sentimenti," the song Fedez wrote to propose to Ferragni) and Prada (which supplied a bespoke crystal-covered cocktail dress for

"I couldn't believe Fedez and I got more buzz than a duchess and a prince."

the rehearsal dinner). For its part, Pomellato contributed his-and-hers wedding bands swathed in pavé diamonds. #TheFerragnez, by some calculations, generated even more online impact than the royal wedding, garnering 67 million interactions over four days. "It was insane," says Ferragni, sipping an espresso. We are sitting in a quiet corner of Pasticceria Marchesi, a retro-chic haven that looks like it was custom-built for Instagram. "I couldn't believe Fedez and I got more buzz than a duchess and a prince."

So what's next for the queen bee of fashion partnerships? "Fedez and I would love to do more projects together," she says. With their very millennial digital fluency and unique celebrity nexus between the worlds of fashion and music, the similarity between the Ferragnez and Kimye—the ne plus ultra of social media power couples—has not been lost on them. Fedez coyly named a track on his latest album "Kim & Kanye." "I think Kim is a genius—she's created so many different businesses," says Ferragni. "Everything Kim and Kanye do is gold. Fedez and I are always like, 'We're gonna be best friends with them someday!'" ■

CHIARA'S MILAN ESSENTIALS



10 Corso Como
"This famous concept store is a one-stop shop for fashion, art, design, and books."



CityLife
"We live in a Zaha Hadid tower. There's great indoor-outdoor flow and a park downstairs for Leo."



Porta Nuova
"My office is close to a medieval city gate—I love how Milan is a mix of old and new."



LùBar
"This is a perfect spot for an after-work aperitivo amid potted palms."



Le Specialità
"The Milan institution has the best pesto pasta and buffalo mozzarella pizza margherita."

SEE WHERE TO BUY FOR SHOPPING DETAILS



Coffee culture. This page:
Prada sweater, \$890,
skirt, \$1,120, and bag. 212-
664-0010. Pomellato
earrings, interchangeable
bracelet (worn as
necklace), bracelets, and
rings, pomellato.com.
Opposite page: Prada skirt,
\$1,120. 212-664-0010.
Pomellato bracelets and
rings. pomellato.com.

DESIGN SECRETS OF THE VERY RICH TOWN & COUNTRY

APRIL 2019

SALMA
HAYEK'S
GUIDE TO
POWER

HOW TO
SHOW
YOUR
KIDS
THE WORLD

THE YEAR
OF THE
MAD
KING
BY MAUREEN DOWD

FRANK
GEHRY'S
ONE-ROOM
AMERICAN
MASTERPIECE

THE
\$10,000
SKINNY PANTS

WHY
BAD
THINGS
HAPPEN ON
BIG
BOATS





Wool blazer, \$1,645;
trousers, \$625,
both, Giorgio Armani.
Tank top, Lisa
Marie Fernandez,
\$319 (sold as a set).
Gold hoop earrings,
Roberto Coin,
\$2,590 (Diamond).
necklace, Pomellato.
Socks, Falke, \$24.
Shirtdress, Giuseppe
Zanotti, \$650.

BEAUTY TIP
Minimalist nude
lips are the perfect
match for a minimalist
all-black ensemble.
Try Huda Beauty
Lustrious Lipstick in
Champ for the Austin fit.





NEW ARRIVALS



THE
LINK BRACELET

One-upping the classic chunky gold chain, Pomellato adds a dusting of pavé garnets and emeralds in shades of reptilian blue and green. Bracelet, Pomellato, pomellato.com.