

ADVERTISING

Bulgari enlists new ambassador for accessories line

February 26, 2016



Rosie Huntington-Whiteley at Milan Fashion Week, wearing Bulgari accessories

By STAFF REPORTS

Italian jeweler Bulgari has named a new ambassador for its handbag and eyewear collections, an appointment that coincides with the brand's fall/winter 2016 accessories collection presentation in Milan.

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Bulgari selected model and actress Rosie Huntington-Whiteley to be the face of its accessories collection. No stranger to luxury, Ms. Huntington-Whiteley has been featured in a number of Burberry campaigns ([see story](#)), including its first beauty collection, and has walked the runway for brands such as Prada and Versace.

An ode to sophistication

The jewelry brand's accessories collection is a culmination of Bulgari's Italian craftsmanship and its "charismatic soul" and "audacious spirit." The fall/winter 2016 collection uses Bulgari's "Serpenti" motif as well as the "Bulgari Bulgari" aesthetic in a range of handbags meant to complement the maison's jewelry offerings.

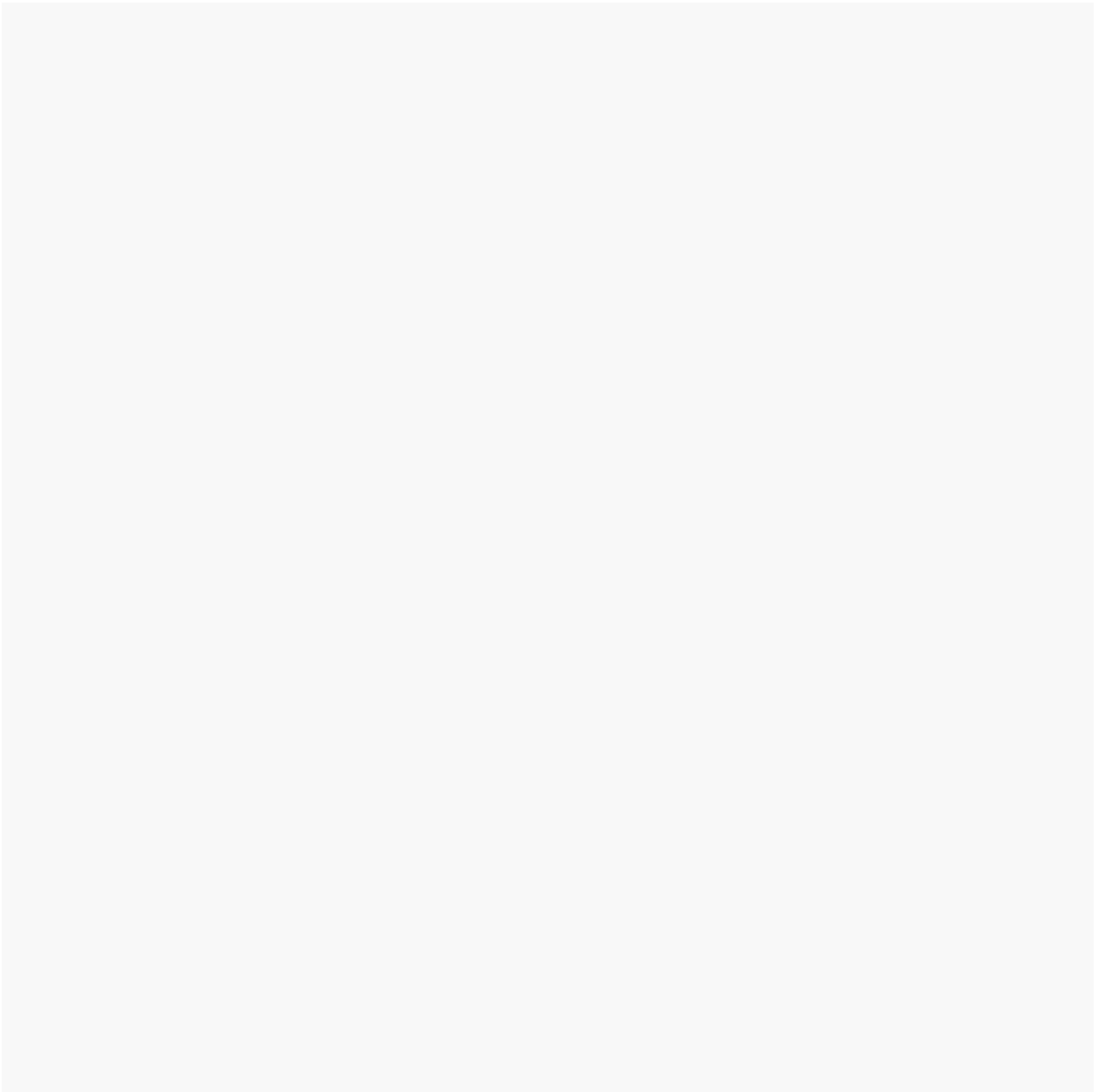
Bulgari's handcrafted collection was inspired by the gemstones for which it is known. One such item included in the collection, the limited-edition Serpenti Bejewelled handbag, used a Bulgari necklace of rare gemstones as a muse.

The high-jewelry necklace, included in Bulgari's Heritage Collection and reinterpreted as a handbag in a versatile color palette, is adorned with stones and fixed with the iconic Serpenti snakehead motif as a clasp.

In a statement, Ms. Huntington-Whiteley said, "To be named the new accessories ambassador for Bulgari – it is an incredible honor. I love the rich heritage of the maison and its unwavering commitment to Italian craftsmanship and history.

"Whether I'm wearing one of its stunning watches, a pair of gorgeous earrings, or one of its beautifully made handbags, I feel as if they add a touch of glamour and elegance to whatever outfit I'm wearing. I am thrilled to be associated with a brand as inspiring as Bulgari."

To announce her ambassadorship, Ms. Huntington-Whiteley shared an image of a Bulgari handbag, necklace and fragrance set against a carrara marble backdrop. In her caption, Ms. Huntington-Whiteley says, "Ciao!! Thank you @BulgariOfficial! Very happy to be here with you today in Milano!"



A photo posted by Rosie Huntington-Whiteley (@rosiehw) on Feb 26, 2016 at 2:39am PST

In the coming weeks, Bulgari will share advertisements featuring Ms. Huntington-Whiteley.

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