

APPAREL AND ACCESSORIES

Bulgari aims for next generation with teen accessories ambassador

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Behind-the-scenes of Lottie Moss' Bulgari campaign shoot

By STAFF REPORTS

Italian jeweler Bulgari is keeping it all in the family, selecting fragrance face Kate Moss' younger sister as the ambassador of its latest accessories collection.

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Charlotte Moss, who goes by Lottie, is an 18-year-old who has already been noticed by the fashion community, appearing on a cover of Paris Vogue earlier this year and booking a Calvin Klein Jeans campaign. As a form of fashion royalty, the relatives of some famous faces have been seeing their own stars rise thanks to a shared gene pool.

It's all relative

Ms. Moss is the ambassador for Bulgari's spring/summer 2017 accessories collection, which premiered during Milan Fashion Week.

Meant as a representation of the biblical utopia, Bulgari's Mediterranean Eden collection includes motifs such as the garden, flowers and serpents. These designs pay homage to Bulgari's Serpenti and Bulgari Bulgari collections that have come before.

A limited-edition Serpentissima handbag combines Bulgari's craftsmanship in jewelry and leather goods.

"I remember seeing Bulgari's beautiful ads when I was growing up, sometimes in magazines and sometimes just walking down the street," said Ms. Moss in a statement. "It's an incredible feeling to actually become part of the Bulgari family and be able to appreciate what they create first hand, the craftsmanship is especially amazing."

"I've loved everything I shot with in the campaign so far, especially the Serpenti collection, and I look forward to growing alongside the brand," she said.



Lottie Moss for Bulgari accessories

The elder Ms. Moss was the spokesmodel for the brand's Bulgari pour Femme fragrance.

Other brands have seen potential that exists in modeling families.

Prada-owned Miu Miu slowed things down in a desert oasis to highlight the laid-back appeal of its Scenique sunglasses.

Starring Kaia Gerber, the 14-year-old daughter of supermodel Cindy Crawford, the video depicts the morning following what appears to be a rowdy affair, as the protagonist floats through the evidence left behind. Capturing the nuance in the scene, Miu Miu paints a portrait of the girl who wears its brand, and particularly its sunglasses, with limited narrative necessary ([see story](#)).

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