

APPAREL AND ACCESSORIES

## Bulgari taps Bella Hadid as accessories ambassador

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*Bella Hadid*

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By STAFF REPORTS

Italian jeweler Bulgari is the latest house to partner with It girl model Bella Hadid as a campaign face.

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Adding to a growing list of brand collaborators that has included Moschino, Fendi, Dior and Versace, Ms. Hadid will feature in a Bulgari accessories effort. The model, who has become a household name thanks to famous friends and her own connection to reality television, is becoming an increasing presence in the fashion industry.

### Bella for Bulgari

With this appointment, Ms. Hadid joins the ranks of personalities such as Rosie Huntington Whiteley and Lottie Moss, the younger sister of supermodel Kate.

In an interview with [Women's Wear Daily](#), Ms. Hadid talks of her early memories of the brand, a favorite of her mother's. Yolanda Hadid, a former model herself, is a cast member of Bravo's "The Real Housewives of Beverly Hills."

Ms. Hadid will front Bulgari's fall handbag and eyewear campaign, which was shot by photographer Terry Richardson.

Teasing the model's posing for Bulgari, the brand posted a series of images to its Instagram, including shots of the ambassador with CEO Jean-Christophe Babin and walking on the streets of New York wearing a fur coat with a Serpenti Forever bag from spring/summer 2017 on her hip.



*Bella Hadid, image courtesy of Bulgari*

Ms. Hadid, who has more than 10 million Instagram followers, also posted about her new job.

Models and athletes are popular choices for brands seeking a famous spokesmodel, with individuals in these two professions dominating rankings of the top 20 celebrity endorsers. In a list compiled by Celebrity Intelligence, Ms. Hadid came in seventh ([see story](#)).

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