

FINANCIAL SERVICES

Luxury Card taps mother and model for its latest campaign

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Lily Aldridge stars in Luxury Card's latest campaign. Image credit: Lily Aldridge

By STAFF REPORTS

Premium card provider Luxury Card is starting a new national advertising campaign featuring model Lily Aldridge, focusing on helping cardholders balance motherhood and careers.

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For the second leg of Luxury Card's "Experience More" campaign, the brand specifically chose Ms. Aldridge for her impressive career undertaken while balancing motherhood. The ad touts the card's impressive rewards offers.

"My daughter means the entire world to me, and I want her to know just how important spending time with her is," Ms. Aldridge said in a statement. "I also want to be the example of a strong, independent woman who can balance motherhood with a successful career.

"I love that being a Mastercard Black Card member allows me to arrange my schedule so I'm doing what matters the most to me every single day," she said.

Luxury card offerings

The financial institution promotes the card's embodiment of luxury, with its stainless steel front and carbon back, for its durability.

Its new campaign also supports its concierge service that offers members easy ways to manage their accounts any day or time.

"Like most of our cardmembers, Aldridge balances family life with a full-time career that includes a global travel schedule," said Marina Kissam, vice president of customer experience at Luxury Card, in a statement.

"Aldridge is busy, and she expects quality service, value and peace of mind from Luxury Card," she said. "Our services assist in making a busy lifestyle a whole lot easier."

Part two of our Experience More series showcases [@LilyAldridge](#) balancing motherhood with a successful career. Being a Mastercard Black Card member allows Lily the freedom to do what

matters the most to her every single day. [#LuxuryCard](#) [#LilyAldridge](#) pic.twitter.com/nzEZAPMItM
Luxury Card (@LuxuryCardLLC) [October 3, 2018](#)

The premium card provider also demonstrated the convenience of its Mastercard Gold Card in a television spot with a professional athlete in another recent campaign.

Pro surfer Ian Walsh is the face of Luxury Card's new ad that shows his card going along with him from "the oceans to the mountain." Appealing to both adventure seekers and luxury consumers, Luxury Card is emphasizing its personalization and rewards ([see story](#)).

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