

JEWELRY

## Bulgari taps new brand ambassador Martha Hunt for latest campaign

August 19, 2020



*Supermodel Martha Hunt stars in Bulgari's new Serpentine campaign. Image courtesy of Bulgari*

---

By DIANNA DILWORTH

Italian jeweler Bulgari has partnered with U.S. supermodel Martha Hunt to be a brand ambassador on a new campaign for the LVMH-owned maison's modern B.zero1 jewelry and Serpenti line.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Ms. Hunt joins the likes of fashion icons Julianne Moore, Bella Hadid, Lottie Moss and Kirsten Dunst as Bulgari brand ambassadors.

"I have always seen Bulgari as the epitome of sophisticated design and Italian heritage," Ms. Hunt said. "Jewelry is a reminder of what remains timeless, and I couldn't be more thrilled to represent an iconic brand such as Bulgari."



*Bulgari taps model Martha Hunt as its latest brand ambassador. Image courtesy of Bulgari*

### Influencer marketing

Martha Hunt counts more than 3 million followers on Instagram and is already spreading the word about Bulgari to this audience.

"So excited to finally be able to announce that I am joining the @bulgari family as their US ambassador! This is a dream come true and I could not be more grateful to represent such an iconic brand. Thank you for this honor," she wrote on [Instagram](#).

Ms. Hunt has been a model for 13 years, participating in more than 180 fashion shows and has graced the covers of the international editions of Vogue, Elle and Harper's Bazaar.

"Heritage luxury brands must continue to evolve to remain important to their clients and to attract a broader and younger audience," said Rebecca Miller, founder/principal of [Miller&company](#), New York.

"Selecting an ambassador must be done with thorough consideration," she said. "They must emulate the qualities of the brand's DNA, be seen as an authentic extension of the brand and be in a global position to help promote the brand.

"The target audience is one interested in beautifully made Italian goods who appreciate quality and refinement with a sense of exuberance and lan."

Bulgari chose Ms. Hunt for her edgy yet classic aesthetic, the same feeling that the company is using to promote its modern B.zero1 jewelry along with its Serpenti jewelry. The new line merges New York style with luxury Roman glamour.

"The strategy behind this partnership gives the brand a more urban and international edge, expanding beyond a traditional target, a move to a credible element of street style positioning," said Catherine Broome, head of fashion and luxury at [Odgers Berndtson](#), London.

Ms. Hunt models the pieces in a campaign that was shot in the SoHo neighborhood of New York, where she illustrates the appeal of the jewelry as for wear both during the day and after dark.

"She brings the Roman aesthetic to a New York street elevated consumer," Ms. Broome said. "She shows heritage in her body of work and also diversifies the current range of Bulgari ambassadors.

"A brand ambassador with an established following, she is aligned with a set of brand values that have already spoken to many consumers globally," she said.



*Martha Hunt models Bulgari's Serpenti watch in the latest campaign. Image courtesy of Bulgari*

### Brand ambassadors

Brand ambassadors can help bring an authentic kind of cool to a product by showing how a real person, known for her originality and creativity, is embracing a specific brand and its product.

"Brand ambassadors have been a successful strategy to gain exposure, build a larger following and to serve as a vehicle in support of a brand's transformation from a more classical image to one that is more contemporary," Ms. Miller said.

"Working with a brand ambassador is another form of communication intended to position a brand's products in a visual sense," she said. "They have the ability to speak on behalf of the brand and to express its many attributes of quality through the sharing of energy and grace: a perfect fit for Bulgari.

"Martha Hunt brings a fusion of allure, freshness and classic beauty to her role at Bulgari. She offers an all-American look and spirit which is well received as an overlay to a heritage Italian brand. Unexpected, with a genuine execution towards a focus on future lifestyle enjoyed or aspired."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.