

JEWELRY

Bulgari taps Italian influencer Chiara Ferragni as newest ambassador

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Italian influencer Chiara Ferragni is the newest global ambassador for Bulgari. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Ms. Ferragni, who announced her new role as a Bulgari global ambassador on her personal Instagram page, described a strong connection to the brand in her announcement. With more than 23 million Instagram followers, Bulgari is hoping Ms. Ferragni can help the brand continue to extend to new and young audiences.

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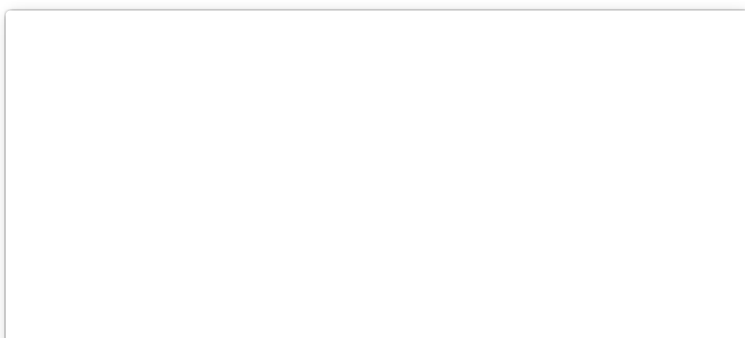
"We are honored to welcome Chiara Ferragni to the Bulgari family as a new global ambassador," said Jean-Christophe Babin, CEO of Bulgari, in a statement. "I think that Chiara perfectly embodies the most authentic spirit of our company, which is rooted in highly positive values, including joy, creativity, beauty, magnificence, quality, but also grace and generosity.

"In her new role, Chiara will be an incredible ally to make our messages resonate across also the young generations," he said. "She is also for me as CEO an extraordinary sparring partner on fashion and luxury trends."

Bulgari and Ms. Ferragni

The Italian influencer and Bulgari have had a long-standing relationship for several years, with Ms. Ferragni attending brand events and the jeweler sharing photos on social media of Ms. Ferragni fashioning its products.

Ms. Ferragni has written about her connections to Bulgari as far back as 2010, when she wrote about attending a Bulgari event on her website, [The Blonde Salad](#).



[View this post on Instagram](#)

A post shared by BVLGARI Official (@bulgari)

Bulgari shared the news on Instagram

In her Instagram post announcing her new role, Ms. Ferragni described the strong connection she feels to the brand and Bulgari's CEO and creative director.

"Bulgari's legacy is about audacity, boldness and iconic Italian design famous all over the world and we share the same values," Ms. Ferragni said in her Instagram post. "This is the reason why we are joining forces to focus on having a social impact with our future activities and I can't wait to reveal more of it."

This is not Ms. Bulgari's first jewelry ambassador role, having served as a face for the Kering-owned jeweler Pomellato in 2018 ([see story](#)).

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