

JEWELRY

Bulgari welcomes Priyanka Chopra Jonas as newest face

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Award-winning actress and global star Priyanka Chopra Jonas is Bulgari's newest face. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Italian jeweler Bulgari has a new face, and it belongs to one of the most famous actors in the world.

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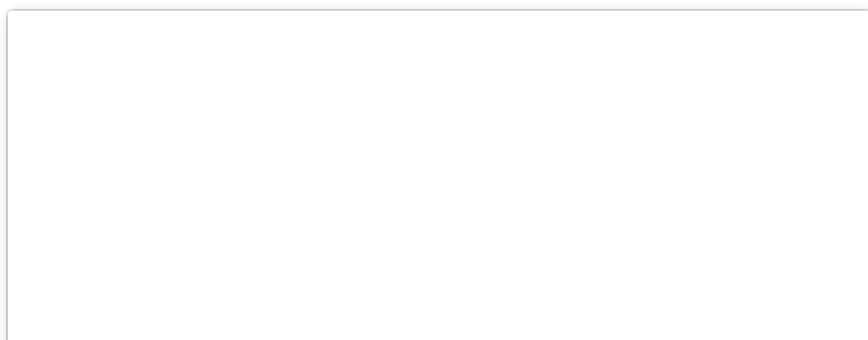
Indian actress and singer Priyanka Chopra Jonas was revealed as the jeweler's newest ambassador on Aug. 1. In social media images announcing her new role, Ms. Chopra Jonas is dressed in a white off-the-shoulder blouse complemented by two elegant rings and a gold necklace.

"There are so many things that drew me to this iconic brand, but what we connected on so organically is our mutual love for India and the beauty it has to offer from the rare gemstones used in so many of Bvlgari's creations, to the scented flowers used in their fragrances and beyond," Ms. Chopra Jonas said on Instagram. "I'm looking forward to an amazing partnership and of course wearing lots of stunning jewelry."

Priyanka joins the Bulgari family

Born in Jharkhand, India, Ms. Chopra Jonas has led an esteemed career with having earned the title of Miss World 2000, collecting several acting awards, being named one of *Time's* 100 most influential people in the world in 2016, publishing a best-selling memoir in 2021 and more.

She joins several other Bulgari ambassadors, including American actress Zendaya, in wearing pieces from the B.Zero1 collection.



[View this post on Instagram](#)

A post shared by BVLGARI Official (@bulgari)

Instagram post from Bulgari announcing Priyanka Chopra Jonas as its newest ambassador

Ms. Chopra Jonas released an additional statement explaining the value alignment that attracted her to becoming a member of the Bulgari family.

"I endeavor to align myself with brands that recognize their immense social responsibility," she said in a statement. "Bulgari has made great impact in their efforts to support children in need around the world, and I look forward to working together to continue that work."

In 2019, Bulgari marked its 10-year association with the Save the Children charity by launching additional initiatives to continue supporting vulnerable kids around the world.

Bulgari debuted the #GiveHope campaign, featuring numerous personalities such as Lily Alridge, Ursula Corbero, Alicia Vikander, Michael Fassbender and Eva Green, all of whom posed for photographer Rankin ([see story](#)).

The jeweler also named Mexican actress Eiza Gonzalez as an ambassador, making her the first Latina to be a North American spokesperson for the brand.

Both ambassadors are set to appear in upcoming Bulgari campaigns.

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