

WATCHES AND JEWELRY

Influencer Chiara Ferragni joins Hublot as global ambassador

September 9, 2021



Chiara Ferragni wears the Big Bang Integral King Gold Pav chronograph. Image credit: Hublot

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot has revealed Italian influencer and entrepreneur Chiara Ferragni as its newest ambassador, joining a rapidly growing roster of talent.

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Ms. Ferragni is the newest addition to Hublot's diverse list of ambassadors, which includes Usain Bolt, the world's fastest man; global football icon Pel; recording artist DJ Snake and soccer star Alex Morgan. The Italian influencer has developed close relationships with several luxury brands, including other LVMH houses.

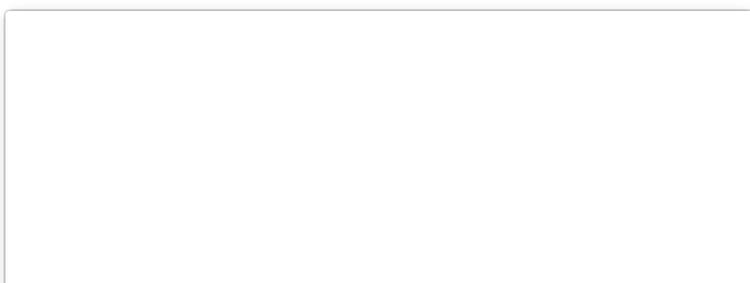
"At Hublot, we love inspiring women and men who believe in their dreams and move heaven and earth to fulfill them, who assert their distinctive personality, are willing to go out on a limb, who are not afraid of what people will say and who follow their path with authenticity and passion," said Ricardo Guadalupe, CEO of **Hublot**, in a statement.

"That's why Chiara fits so well into our family."

Brand building

As Hublot's newest global ambassador, Ms. Ferragni will also serve as the face of an upcoming worldwide campaign.

"Hublot's messages and values speak to me; that's why I have chosen to join this family today," Ms. Ferragni said in a statement. "A fusion of passion and determination has shaped who I am, across all my roles, and forged the businesswoman I have become."



[View this post on Instagram](#)

A post shared by Hublot (@hublot)

Hublot and Chiara Ferragni announced the partnership on social media

The LVMH-owned watchmaker and influencer previously worked together in 2020, when Ms. Ferragni was gifted a limited-edition Big Bang Millennial Pink unisex timepiece from Hublot's collaboration with Garage Italia.

With 24.7 Instagram followers, Ms. Ferragini is one of luxury's most in-demand influencers. In May, she was announced as a new global ambassador for Roman jeweler Bulgari, a fellow LVMH maison ([see story](#)).

Hublot has been growing its talent roster this summer, welcoming three Michelin star chef Clare Smyth as a friend of the brand in June and Serbian tennis champion Novak Djokovic as a brand ambassador in August ([see story](#)).

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