

JEWELRY

Cartier taps YouTube star as newest ambassador

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Emma Chamberlain wore a vintage Cartier tiara on the Met Gala red carpet. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

French jeweler Cartier has named Internet star Emma Chamberlain as its new ambassador in its latest youth push.

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Ms. Chamberlain is an award-winning YouTube star who also has more than 15 million followers on Instagram. Evidently beloved by younger generations, she recently worked with *Vogue* in interviewing celebrities at the Met Gala, all the while adorning Cartier jewels.

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Ms. Chamberlain is known for her inviting, humorous style. The 20-year-old currently has more than 11 million subscribers on YouTube, which she joined in 2017, and is one of the platform's most successful creators.

Consumers can find her doing anything from talking about her day to making soup in her "day in the life" videos. She also hosts the podcast "Anything Goes."

Ms. Chamberlain, adorned in Cartier, interviews celebrities on Met Gala red carpet

The announcement with Cartier marks her first official partnership with a luxury jeweler. She is poised to represent the brand at special events and red carpets, which she did at the Met Gala on May 2.

While conducting interviews and also walking the red carpet for photos, Ms. Chamberlain sported a vintage Cartier tiara as well as a diamond choker, several rings and earrings. Her crop top and skirt were designed by French fashion house Louis Vuitton, another label with which she has a close relationship.

In 2019, Ms. Chamberlain was a special guest at Louis Vuitton's runway show during Paris Fashion Week. She appeared alongside model Karlie Kloss in an extensive campaign sharing her experience with the brand ([see story](#)).