

JEWELRY

Swarovski taps Bella Hadid for latest campaign

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Bella Hadid dazzles in crystals as the face of Swarovski's new campaign. Image credit: Swarovski

By LUXURY DAILY NEWS SERVICE

Austrian crystal and jewelry designer Swarovski has introduced supermodel Bella Hadid as the new face of its brand in a colorful campaign.

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Imagined by creative director Giovanna Engelbert and shot by Mert Alas and Marcus Piggott, the collection of still images aim to capture the versatility of Swarovski crystals through a contemporary and diverse lens. An icon to younger generations, Ms. Hadid serves as a symbol of self-expression and fluid design codes.

"Bella Hadid sums up the individualistic and transformative attitude of a new global generation," Ms. Engelbert said in a statement. "She is a multifaceted character who evades the boxes of rules and conformity.

"She goes from sporty to glamorous while remaining the same girl the same Bella with confidence and authority," she said. "In that sense, she conveys the values of Swarovski to perfection."

The modern crystal

With this campaign, and with Ms. Hadid as its ambassador, Swarovski seems to be looking to attract a new type of consumer one that sees crystals as joyful glam rather than only reserved for opulent gatherings.

The brand is conveying the idea that crystals can be a part of one's everyday style or wardrobe. Symbolizing the windows of the brand, each of the six images is framed by a translucent colored crystal structure, cut in an octagonal shape.



The yellow, "sporty," portrait. Image credit: Swarovski

The yellow portrait, dubbed "sporty Bella," highlights the energetic and bold properties of the warm color in an upbeat way.

The pink portrait, "sweet Bella," intends to capture the bubbly and girly codes of the shade with overtones reflecting its bold impact.

Green, or "cool Bella," represents a more casual approach to crystal accessories and jewelry, inspired by the natural qualities of the color.

Blue, or "Bohemian Bella," aims to embrace the serenity and cooling effect of blue in a stylish yet carefree composition.

Metallic, deemed "sunshine Bella," expresses the glamour that remains at the heart of the Swarovski brand while incorporating modern elements, while clear white, or "glam Bella," brings consumers back to the brand's roots old-world glamour.

A fashion icon and coveted model, Ms. Hadid has worked with several luxury brands, most recently alongside her sister, Gigi, and creative director Donatella Versace in Versace's spring/summer 2022 campaign ([see story](#)).

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