

JEWELRY

Bulgari reimagines Serpenti with assist from ambassador Liu Wen

July 18, 2022



Liu Wen is Bulgari's newest ambassador. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Roman jeweler **Bulgari** is going glamorous in appointing its latest ambassador, Chinese supermodel Liu Wen.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Ms. Liu stars in a dreamy, verdant new vignette in her debut as global accessories ambassador for the jeweler. As reported by *Womens' Wear Daily*, Ms. Liu will represent Bulgari leather goods, eyewear and accessories.

Reimagining Serpenti

Ms. Liu was born in Yongzhou in the Hunan province of China. A pioneer in the modeling industry, she served as the first East Asian ambassador for Estée Lauder and was the first Chinese model to walk in the Victoria's Secret Fashion Show.

The supermodel has immense reach, currently boasting 5.6 million followers on Instagram and 26 million followers on Weibo.

Ms. Liu's helps usher in the reimagining of Serpenti

In her first effort as a Bulgari ambassador, she brings consumers into the world of Eden. In the short film, she introduces the latest transformation of Bulgari's Serpenti icon.

Throughout the vignette, she holds several iterations of Serpenti handbags in green and ivory.

In additional campaign imagery, Bulgari also previews the Serpentine Clutch bag, melding a metallic snake in gold-plated brass with a glistening texture.

Ms. Liu has previously taken her talents throughout the luxury world, modeling for brands including Chanel, Gucci and more.

The Chinese model joins the Bulgari ambassador roster alongside American actresses Anne Hathaway and Zendaya, Italian influencer Chiara Ferragni and more.

In May, Bulgari ruminated on life's unexpected and overlooked beauty with the help of two of Hollywood's most

admired stars.

In Bulgari's "Unexpected Wonders" film, Ms. Hathaway and Zendaya embark on a visually stunning journey, adorned in the house's high jewelry designs. An ode to Bulgari's ethos with explicit references to brand codes throughout the film invites consumers to contemplate the small beauties and wonders around them ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.