

JEWELRY

David Yurman adds Taylor Hill and Camille Rowe to celebrity ambassador roster

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The luxury jewelry label has named American model Taylor Hill and French-American model and actress Camille Rowe as brand ambassadors. Images courtesy of David Yurman

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **David Yurman** is announcing its selection of two talents as the label's latest representatives.

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The luxury jewelry label has named American model Taylor Hill and French-American model and actress Camille Rowe as brand ambassadors. The respective duo will appear in all-new campaign imagery for fall, slated for a Sept. 6 launch, and holiday, debuting on Nov. 1.

"Starting my career early in the fashion industry, David Yurman has always stood out from other jewelry brands for its signature cable style and New York roots," said Ms. Hill, in a statement.

"I'm thrilled to partner with such a prestigious brand and to share in the spirit of the holidays through the new campaign," she said.

"I am honored to join David Yurman's family of brand ambassadors and to partner with an iconic jewelry house whose first international storefront is in my home country of France," said Ms. Rowe, in a statement.

Representative revival

The ladies both appear to have longstanding relationships with the brand.

Ms. Hill seems to have begun her engagement with the brand a bit earlier, evidenced by content dating back to the summer season, while Ms. Rowe joined the brand for a Paris evening per Instagram. With this most recent move, David Yurman clearly seeks to make things official.



The brand's Classic Watch timepiece combines Swiss craftsmanship with American design and equestrian influences. Image Credit: David Yurman

Aside from a lineup of fall favorites to be exhibited, David Yurman is celebrating the joy of living and savoring precious moments of excitement for the upcoming holiday season.

Campaign imagery, which will span the brand's global social channels, will showcase signature collections including Starburst, a high jewelry collection inspired by the City of Lights, Jewelry Pavflex, a line that evokes the New York City skyline by combining delicate designs with dramatic pav diamonds, and the newly re-launched Classic Watch.

Talent will also appear in new designs from the Carlyle collection, a new line inspired by New York City's early 20th century Art Deco movement and the architecture of The Carlyle Hotel.

With the appointment, Ms. Hill and Ms. Rowe join a long list of top-tier celebrity co-signs from the likes of stars including actress Scarlett Johansson and entertainer Henry Golding, cast as part of the brand's "Come Closer" 2022 campaign ([see story](#)), in addition to actress and model Laura Harrier, actor Lucien Laviscount and actress Kelsey Asbille, who currently serve as social ambassadors.

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