

JEWELRY

## De Beers taps Oscar-winning actor Lupita Nyong'o as its first global ambassador

October 25, 2022



*Academy Award-winning actor Lupita Nyong'o is the star of a new spot focused on tracing the life of a natural diamond from source to finished product in De Beers' Enchanted Lotus collection. Image credit: De Beers*

---

By MICKEY ALAM KHAN

De Beers has named Academy Award-winning actor Lupita Nyong'o as its first global ambassador, kicking off the relationship with a new brand campaign that tracks the source of a diamond to its origin.

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

The "De Beers: Where It Begins" campaign a 30-second spot posted on social channels such as YouTube will complement Ms. Nyong'o's support of De Beers' "Building Forever" commitment that aims to advance women and girls where its diamonds are discovered.

"De Beers is proud that Lupita has joined our Building Forever commitment to people and the planet and we stand with her as she embarks on an exciting chapter in her career," said Marc Jacheet, De Beers CEO of brands, in a statement.

**De Beers** is one of the world's largest producers of diamonds and also heavily invested in branded jewelry.

Adding polish

The new campaign is key to getting the messaging out.



*Still from the De Beers Where It Begins campaign featuring actor Lupita Nyong'o. Image credit: De Beers*

Australian photographer and director Lachlan Bailey follows Ms. Nyong'o from the discovery of a rough diamond to its magical transformation into finished jewelry.

Wearing De Beers' Enchanted Lotus collection, Ms. Nyong'o embodies "the power that only a De Beers natural diamond creation holds: turning the ordinary into the extraordinary, a moment into forever and herself into a magnetic woman with limitless potential," per De Beers.



*Closing shot from De Beers' Where It Begins campaign. Image credit: De Beers*

Part-owned by the citizens of Botswana, Namibia and South Africa, De Beers seeks to position itself differently about what value is and how it is created.

Via its Building Forever approach, De Beers will work with Ms. Nyong'o to engage 10,000 girls in STEM, support 10,000 women entrepreneurs and invest at least \$10 million across southern Africa to achieve its publicly stated goals by 2030.

The De Beers Where It Begins campaign runs worldwide with integrated media activations Nov. 3 across multiple touch points.

"My partnership with De Beers allows me to extend my advocacy for women and girls around the world," Ms. Nyong'o said in a statement.

*The De Beers Where It Begins campaign featuring actor Lupita Nyong'o*