

JEWELRY

Bulgari adds Japanese model Hikari to celebrity ambassador lineup

February 1, 2023



Japanese model and actress Hikari is seen wearing items from the Serpenti collection in a newly-released campaign. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Roman jeweler **Bulgari** is welcoming Japanese model and entrepreneur Hikari to the family.

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The founder of "tefufu," which works to promote Japanese culture throughout the world, Hikari is Bulgari's latest brand ambassador announcement. In a series of social media posts, the LVMH-owned entity acknowledges the star's efforts toward sustainability, diversity and inclusive standards of beauty.

Broader representation

"Benvenuta, Hikari!" Bulgari wrote in an announcement on Twitter, welcoming the model to its crew of celebrity ambassadors.

Among Hikari's newfound cohort are American actresses Zendaya and Anne Hathaway, as well as Indian actress Priyanka Chopra Jonas.

In a brief promotional video, the model is seen participating in a photoshoot, wearing among other creations various necklaces and bracelets from the brand's Serpenti collection.

#Bulgari welcomes **#HikariMori** as a new Ambassador for Japan. Benvenuta Hikari!

#BulgariFamily pic.twitter.com/obzbcLYPdI

Bulgari (@Bulgariofficial) **February 1, 2023**

Hikari already acts as a representative of sorts to her native Japan. Through her initiative "tefufu," she promotes the country's traditions and customs with messages of diversity and sustainability.

In addition, the model acts as a global ambassador for Japanese beauty group Shiseido. Earlier this month, she was featured in a campaign promoting its Eudermine essence.

Reflecting its own commitment to sustainability and diversity, Bulgari named fashion influencer Tamu McPherson to a newly-created corporate social responsibility post in November 2020. Last holiday season, Ms. McPherson appeared in Bulgari's "I Believe in Wonder" campaign where she showcased user-friendly AI activations that brought an immersive element to the brand's storefront window displays ([see story](#)).

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