

JEWELRY

Bulgari names Chinese actress Liu Yifei as newest global ambassador

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The actress made her debut in the 2003 Chinese television series, "The Story of a Noble Family," which quickly gained popularity with critics and audiences alike. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Roman jeweler **Bulgari** has announced Chinese actress Liu Yifei as its latest global ambassador, with praise for her craftsmanship, self-expression and creativity.

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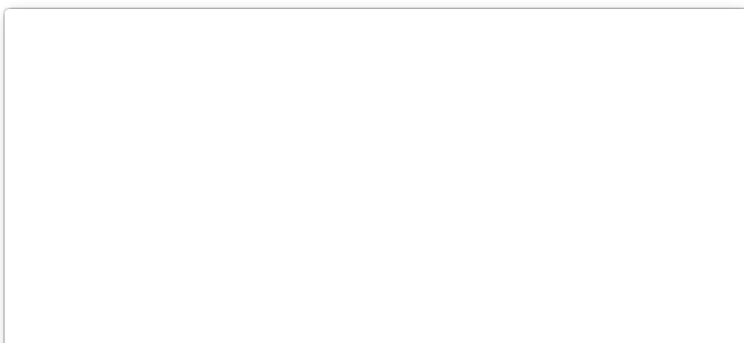
A popular star of television and film in her native China, she was named one of 2009's "Four Dan sisters," a title given each year to China's four most bankable actresses.

To Western audiences she is perhaps best known for her starring role in Disney's 2020 live-action remake of *Mulan*, a role which earned her nominations for both a Critics' Choice award and a Saturn award from the Academy of Science Fiction, Fantasy and Horror Films.

Fairy Sister

In 2015, Ms. Yifei, whose style and appearance once earned her the nickname "Fairy Sister," was named the first Chinese ambassador of Dior's Prestige skincare line. In January 2021, she was named as ambassador to Louis Vuitton in China. She joins several other creatives from the film, modeling and fashion worlds who make up the Bulgari family ambassadorial team.

Both Louis Vuitton and Bulgari are part of French conglomerate LVMH's stable of brands.



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A post shared by BVLGARI Official (@bulgari)

Last year, Chinese supermodel Liu Wen, who has the distinction of being the first Chinese model to walk in the Victoria's Secret fashion show, was given the title of ambassador to Bulgari, as well.

For her first creative turn for the brand, Liu Wen modeled pieces from the Serpenti collection in a campaign that reimagined the concept of Eden ([see story](#)).

That same year, the brand welcomed Chiara Ferragni, Italian influencer and entrepreneur known for her blog *The Blonde Salad*, to the fold.

With this appointment, Bulgari aimed to extend its brand reach to new and younger audiences, two groups which no doubt comprise at least some of Ms. Ferragni's 29 million followers on Instagram ([see story](#)).

Last year, actresses Anne Hathaway and Zendaya, both Bulgari ambassadors, appeared together in the jeweler's campaign film, "Unexpected Wonders," throughout which symbols of the house Serpenti and the peacock are alluded.

The actor pair model high jewelry from the house's collections while lounging around a spacious villa, contemplating life's simple pleasures and the nature of time ([see story](#)).

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