

COMMERCE

Pomellato adds French artist Louise Bourgoïn to ambassador roster

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A new brand appointee brings with her an international fan base. Image credit: Pomellato

By LUXURY DAILY NEWS SERVICE

Milanese jeweler **Pomellato** is partnering with a fresh face.

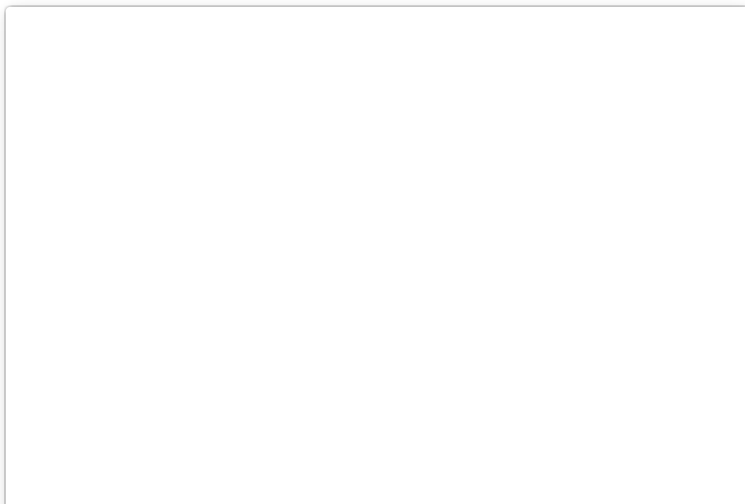
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French actor, model and writer Louise Bourgoïn will slot in as the brand's latest official ambassador. The multi-hyphenate talent's diverse skill sets span a range of mediums, offering Pomellato unique access to the 41-year-old's wide-ranging fan base.

New gems

Ms. Bourgoïn has starred in a range of films, including French fantasy film *The Extraordinary Adventures of Adèle Blanc-Sec* in which she played the lead role.

She has also inhabited real-life roles as an art teacher, TV weather person, and among other things, a fabric designer. Experienced within the high-end sector, luxury brands including French Fashion label Kenzo ([see story](#)) have previously tapped Ms. Bourgoïn for a variety of advertising slots.



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A post shared by Pomellato (@pomellato)

Pomellato allows her creative nature to shine in a digital announcement.

In the campaign excerpt shot by New York City-based fashion and portrait photographer Gregory Harris, Ms. Bourgoïn wears white head-to-toe, her clothes acting as a canvas for the blue, pink and green jewelry that she dons.

Pomellato allowed their ambassador to pick her own pieces from the brand's "Nudo" collection. She shows off the jewels in these visuals.

Colorful jewelry from Pomellato adorns Ms. Bourgoïn's attire

American actor Joey King highlighted the same jewelry line for her own recent ambassadorship announcement ([see story](#)). In January, K-pop performer Krystal Jung was also named as a brand ambassador, making her Pomellato's first Korean female appointment to the role ([see story](#)).

The maison continues to celebrate this relationship, releasing a fresh video featuring the singer on May 3.

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A post shared by Pomellato (@pomellato)

French fashion model Cindy Bruna additionally joins the Pomellato community, advocating on behalf of the brand by way of a new partnership.

Ms. Bruna wears stacked pieces in a series of posts boosting her relationship with the house. In a corresponding video, Ms. Bruna wears brown diamonds and pink quartz.