

ARTS AND ENTERTAINMENT

## Gucci taps Alia Bhatt as first Indian global brand ambassador

May 12, 2023



*Alia Bhatt is one of the most popular Indian actors of her generation. Courtesy of Gucci. Photo by Mark Seliger*

By LUXURY DAILY NEWS SERVICE

Italian fashion giant Gucci has named actor, producer and entrepreneur Alia Bhatt as its first Indian global ambassador for the house.

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Ms. Bhatt, based in Mumbai, is one of the most popular actors of her generation. She belongs to a well-known Indian entertainment family, with her mother and older sister known for their acting chops and her father an established director of thought-provoking movies.

"Her advocacy in favor of self-expression and inclusivity in contemporary society speak to the house's core values and encompass the brand motif of fostering cultural empowerment within the next generation of creative talent," Gucci said in a statement.

Milan-based **Gucci** is the flagship brand of the French luxury conglomerate Kering.

Eyes on India

India, and its affluent and upper middle classes, are a major target market for luxury labels such as Gucci as they look to grow beyond China in Asia.

Affluent Indians often buy luxury goods on travels overseas, with retail shopping options growing domestically as well.

Gucci announces its newest Global Ambassador, **#AliaBhatt**: "I'm honored to represent the house of Gucci not only in India but at a global stage. Gucci's legacy has always inspired and intrigued me and I'm looking forward to the many sartorial milestones we create together."

[pic.twitter.com/FC5XpPrISw](https://pic.twitter.com/FC5XpPrISw)

gucci (@gucci) **May 11, 2023**

Following her debut as a producer for Netflix's movie, *Darlings*, and after an acclaimed performance in the movie *RRR* nominated for best picture in the non-English language category at the Golden Globes 2023 Ms. Bhatt will star in Netflix's *Heart of Stone*.

Last year Ms. Bhatt received the prestigious Time100 Impact Award for her contribution to the entertainment industry and beyond.

Ms. Bhatt on May 16 will mark her first appearance as global brand ambassador at Gucci's upcoming Cruise 2024 fashion show in Seoul at the Gyeongbokgung Palace.

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