

COMMERCE

## David Yurman slots new ambassador into latest marketing effort

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*The label is placing 25-year-old American social media star Sofia Richie Grainge at the center of a new campaign. Image courtesy of David Yurman*

By LUXURY DAILY NEWS SERVICE

U.S. jeweler David Yurman has recruited a rising name, casting American social media star Sofia Richie Grainge in its latest advertising release.

The brand has revealed the 25-year-old daughter of global talent Lionel Richie as the face of its fall campaign, shot by British fashion photographer Glen Luchford amid one of California's most popular national parks. New Sculpted Cable collection designs center the first fall campaign from David Yurman to feature a single hero collection.

"Sofia is a style icon with endless charm, and we're delighted to collaborate with her," said Evan Yurman, president of [David Yurman](#), in a statement.

"She is truly the perfect ambassador to launch these new Sculpted Cable designs, which are the newest evolution of our signature house motif: Cable."

Cable and company

The campaign captures both the biophilic detailing of Joshua Tree's Kellogg Doolittle House completed in 2014, the architectural concept is also known as the "High Desert House" and sunbathed vistas, flooding social media feeds, cacti and all.

To bring a vision of laid-back luxury to life, the talent worked with Swedish stylist Elin Svahn. Assets also incorporate creative direction from Evan Yurman.

*Ms. Grainge rings in her ambassadorship with David Yurman for fall 2023*

Available in 18-karat yellow, white and rose gold, with or without the handset pav diamonds, the fresh bangle collection builds upon the original Sculpted Cable assortment. Current styles involve the classic helix design, subtly updating the original accessory's fuller wave pattern with modern practicality, thanks to less obvious reliefs.

Ms. Grainge dons the many options in her debut for David Yurman, pairing the jewelry with clothes that embody the "quiet luxury" ([see story](#)) arch for which she has become known, allowing the creations to shine.

"David Yurman embodies everything that I'm trying to express with my aesthetic with how I dress, and how I want to

feel, which for me is very timeless and elegant," said Ms. Grainge, in a statement.

"This campaign is about paving your own way: really being confident, taking direction, and being the leader of your own pack."



*Potentially eyeing younger segments, the brand has been quick to promote celebrities that the growing luxury demographic is familiar with. Image courtesy of David Yurman*

The influencer is not the first Gen Z ambassador that the brand has brought on board this year, welcoming 23-year-old American actor Chandler Kinney in March 2023 ([see story](#)), and singer and songwriter Shawn Mendes in February 2023 ([see story](#)), who like Ms. Grainge, is 25.

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